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Automotive News

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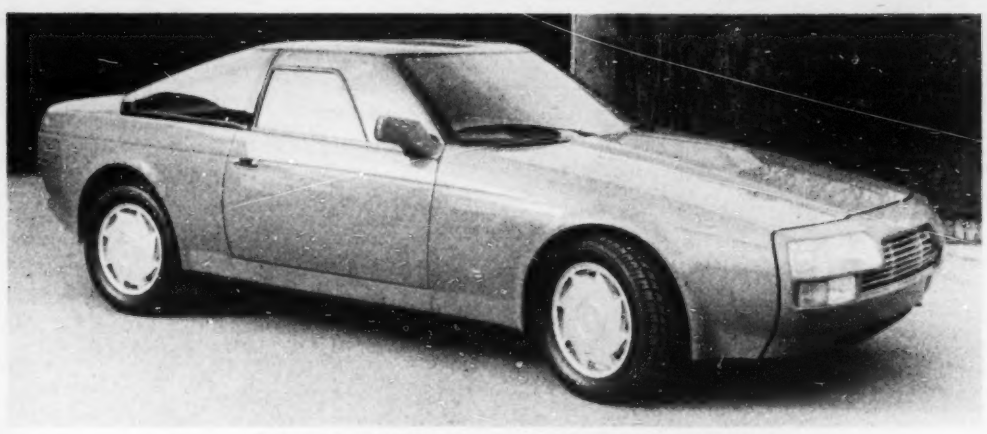

Aston Martin Zagato—a new shape at Geneva

Geneva show: Time and place to weigh industry restructuring

By Richard Feast
European Editor

GENEVA.—Seekers of new auto industry products and truly fresh pointers to the vehicles of the future were disappointed by the offerings at the international exhibition here last week.

Those in search of an industry coming to grips with some substantial structural changes found Geneva a fascinating marketplace for gossip, innuendo, optimism, pessimism and some good, old-fashioned hokum.

Here was the the world's auto industry, meeting for the first time since last fall's shows in Frankfurt and Tokyo. The events since then indicate the extent of the restructuring.

In Europe alone, Volkswagen has committed itself to a takeover of Seat and General Motors is bidding for BL's Leyland Trucks and Land Rover. GM has already gobbled up Group Lotus and has taken its strategic decision-making out of Adam Opel in West Germany into a European coordination group in neutral Switzerland.

Ford and Fiat's Iveco are about to link truck-making operations. Ford has tried to buy BL's Austin Rover, but was put off by the backlash from Little Englanders. It could try again, at a more opportune moment.

In a few months, Japan's first European assembly plant will burst into action. The Nissan factory in Northeast England holds the prospect of turning into a 100,000-car-a-year manufacturing operation, with all that means in terms of exports and additions to the continent's over-capacity problems.

In Italy, Nissan's joint project with Alfa Romeo—to make the Arna sedan—was given the chop a few months ago. The car was a failure, but that does not mean the companies have fallen out. More developments are expected soon.

While Europe's prestige car makers continue to do very well, thank you, the volume makers report contrasting outlooks. On the one hand, there is the Volkswagen Group recruiting more labor and working 18 shifts a week in some factories to keep pace with demand. On the other, there is Renault still trying to cut costs by reducing employment—three years after the rest of the French industry and five years after the rest of Europe.

VW, Ford and Fiat are in the black. They have been joined at long last by the Peugeot group (PSA), though it continues to be held back by the results from the Citroen Division, whose best-selling products will be under stronger attack this year from new Renault vehicles.

Renault, itself, will continue in the red until the end of the decade. GM's Adam Opel is reducing 1984's record postwar loss, but will provide no indication of when it will return to financial health. Each company regards such a move as the No. 1 priority.

The three state-owned com-

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Ford, IVECO near truck deal

By Andrew R. McGill
Editor of Automotive News

GENEVA.—Ford of Europe and Fiat's giant IVECO subsidiary are within weeks of completing a joint-venture to market and develop new trucks in Europe.

Reliable sources close to the talks said IVECO would manage the joint-venture, although IVECO and Ford would each hold 48 percent of the investment. The remaining 4 percent would belong to a merchant bank that would designate IVECO to operate on its behalf, sources said.

The negotiations have been going on for months and those close to the talks said only "minor details" are still to be worked out, such as the name of the joint-venture company. Those sources said the venture should be completed in four to six weeks.

Spokesmen for both companies would not comment on terms of the joint venture or on when—or if—it would be completed, saying only that talks were continuing.

But in an interview in Turin last week, IVECO Chairman Giorgio Garuzzo said,"If you would look at the market situation and the product lines, it is clear that there is a matching between our two companies."

As for the status of the talks, Garuzzo added, "When these kinds of discussions are under way, you know what the problems are but you don't know how long it will take to solve them."

But sources said the most complicated aspects of the joint venture have been completed.

They said the venture would allow Ford dealers in Great Britain, who now have only the Ford Cargo to sell, to also market IVECO's full line of trucks. IVECO dealers could also sell the Cargo. When a replacement for the Cargo is needed in four or five years, it would come from IVECO, a source said.

Observers said the 48-48-4 division of the trucking joint venture was a formula that came about after negotiations between Fiat and Ford failed in the car business four months ago because the two sides couldn't agree on which company would be in charge.

The formula allows both Fiat and IVECO to be equal partners in terms of ownership, but IVECO would control the venture with the endorsement of the bank holding the remaining 4 percent.

Top executives would not accept such an agreement for the car business—where Ford and Fiat each hold about equal shares—but it was acceptable for the trucking venture because IVECO's share of the total market (14 percent) is more than three times that of Ford (4 percent).

The venture would appear to help IVECO in Great Britain, where Ford has a potent dealer organization and 20 percent of the market in its class with the Cargo. Ford's British dealers would also sell the full line of IVECO trucks under the deal—giving the dealers products in the 6-11-ton classes—and IVECO would have a chance to sell more trucks in the hotly competitive European market.

Chrysler Laser to die; J-body LeBaron due

By Edward Lapham
Marketing Editor

For 1987, Chrysler Corp. will discontinue the G-body Chrysler Laser model and will introduce a Chrysler-nameplate-only LeBaron GTC J-body in coupe and convertible versions late in the model year.

Automotive News sources revealed that the changes are part of Chrysler's 1987 marketing strategy for further Dodge/Chrysler-Plymouth model delineation.

As previously reported (Automotive News, March 3), the Dodge Daytona, which will be the sole G-body, will receive a "major update" for 1987.

In calendar 1986, C-P dealers sold 50,957 Lasers. Dodge dealers sold 49,533 Daytonas.

Although there will be two J-body models, current marketing plans apparently do not include any Dodge J-cars.

Both marketing units are scheduled to get P-cars, Dodge Shadow and Plymouth Sundance, in two-door and four-door models, and stretched versions of the Voyager/Caravan.

Also, the company apparently confirmed to dealers that it intends to allow C-P dealers to keep the rear-wheel-drive M-body Chrysler Fifth Avenue for another year before it is replaced by the new C-body cars in the 1988 model year. The C-cars will be built at the Belvidere (Ill.) assembly plant.

Chrysler officials presented the 1987-model-year plans to dealers

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Auto dealers getting serious about selling to women

By Kathleen Hamilton
Managing Editor

Only three flips of the calendar pages into 1986, and already it is clear that this is the year of selling cars to women.

The auto makers—import and domestic—and the advertising industry have grappled seriously with that major chunk of the market for several years, but this year is the first in which the marketing efforts have clearly filtered down to dealerships.

In New Orleans last month, the NADA seminars on the topic were SRO. Dealers time and again could be heard trading tips on how to find and keep capable women on their sales forces.

Two major studies for women's magazines and an independent white paper on women in dealerships have been released. Factories have issued training tapes. Fast-moving consultants have already begun training dealer personnel on how to capture the women's market.

It's no niche: Various estimates put it at anywhere from 35 percent to 59 percent of all new cars sold. When women's participation in family purchase decisions is included, studies indicate women play a major role in at least 80 percent of new-car purchases.

The market is especially ripe for picking because many dealerships are still mistreating women, so the women-friendly stores can easily develop reputations that will net them high profits, several experts agreed.

J.D. Power & Associates' 1984 study found 10 percent of women respondents saying they had received fair or poor treatment

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Joe Wissens

Seminar on marketing to women packs the house

NEWSPAPER

Fleet-incentive bill stirs battle in Iowa

By John A. Russell
New York Staff Writer

Legislation which would effectively halt the practice of offering incentives to large fleets is drawing heavy fire in Iowa, and dealers are gearing for a battle against manufacturers in the state legislature.

After being passed twice by the State Senate (because of parliamentary maneuvers), the bill is now before the lower house, and intense lobbying is underway. As one legislator put it, "half a platoon" of lobbyists descended on his committee.

As part of the tactics, a public hearing is scheduled for this week with a vote due later in the month.

Gary Thomas, executive vice president of the Iowa Automobile Dealers Assn., said the association is "cautiously optimistic" about passage. He said IADA "overwhelmingly supports the bill."

But it will be a battle because the manufacturers have been pulling out all the stops.

In essence, Thomas said, the bill prohibits manufacturers from selling new cars to Iowa dealers at a price higher than the lowest selling price in any state, including Iowa.

The bill also prohibits a manufacturer, distributor, wholesaler or their agents from offering any type of incentive—including rebates, fleet incentives and interest assistance—that would make the price of a motor vehicle lower than the price at which a a dealer could obtain it in Iowa or any other state.

While 12 other states have such legislation on their books, a key feature of the Iowa bill is the enforcement section.

In Iowa's case, the attorney general would have enforcement responsibility. And if the attorney general detects violations, he can demand filings including all records in the case.

The other states require dealers to take the cases to court. Consequently, there have been no cases filed on fleet incentives, usually because of the cost.

The crux of the Iowa bill is the attorney general's involvement which effectively gives the state control.

The attorney general can act on a complaint, Thomas said.

As the lobbying effort intensifies, the situation is reminiscent of a similar battle early last year in Oklahoma. There, manufacturers, particularly General Motors, waged an allout effort including uniting with the UAW and other unions to defeat a similar bill.

In Iowa, Thomas said, the dealers are facing a similar front. The UAW and organized labor has been brought into the manufacturers' fold along with several citizens' groups.

Key arguments by those opposed to the bill are that the dealers are "running business out of Iowa" and that "Iowa will become an island state."

While agreeing that it is basically an anti-fleet bill, Charles Spilman, director of state relations for MVMA, said in a telephone interview with Automotive News that it could affect even interest incentives offered to the public through the finance arms of the auto companies. He did not elaborate on that assertion.

However, the thrust of the bill, he admitted, is that manufacturers cannot discriminate in Iowa. He added that the domestic manufacturers and members of MVMA are opposed to the bill.

He said all dealers have the option to participate in fleet business, and he asserted that this type of legislation is bad public policy because it interferes with fair competition by placing re-

Please turn to Page 67, Col. 5

Falling oil prices called boon to autos, economic growth

ANN ARBOR, Mich.—The reduction in crude oil prices should produce healthy economic growth in the next two years, and the auto industry will be a beneficiary, University of Michigan economists predicted in their latest forecast.

Auto sales will increase 700,000 this year and one million next yearif oil prices remain near present levels, as expected, they predicted.

Other benefits should include gains in real gross national product (GNP), employment, consumer prices and auto sales.

The forecast, by professor and economist Saul H. Hymans, with Michael R. Donihue and Janet C. Wolfe, shows the auto market remaining strong for the next two years. Car sales will be about 11.2 million units this year and 10.8 million in 1987.

If oil prices remain near the $16-per-barrel level, the economists said, the results will be:

1. Nearly one percent more real GNP in 1986 and nearly 2 percent more in 1987.
2. A lower rate of unemployment in 1986 and 1987.
3. A reduction of 2 percent in overall consumer prices in 1986 and a reduction of more than 3 percent in 1987.
4. A $12-billion reduction in the federal budget deficit for fiscal 1987—"which will make it that much easier to hit the Gramm-Rudman-Hollings deficit target next year."

The forecast increases the annual rate of real GNP to 4.2 percent in the current quarter, 6 percent in the second quarter and 4.6 percent in the third quarter.

The growth rate is expected to dip to about 2 percent in the fourth quarter, as the Gramm-Rudman-Hollings expenditure cuts of $31 billion "jolt" the economy. The growth rate is then expected to rebound to a range of 3.5 percent to 4.5 percent during 1987.

Joe Wilssens

Posted prices at Detroit filling station recall the good old days

The civilian unemployment rate should decline from its current 6.7 percent to 6.25 percent by the end of 1986, then fall below 6 percent in the second half of 1987, ending the year at 5.9 percent.

Inflation will be especially mild this year, with somewhat more inflation in 1987.

For 1986, the economists said, the decline in inflation will be the result of the sharp decline in oil prices working its way through the overall price structure.

Chrysler joins suit on CAFE cut

WASHINGTON.—Chrysler Corp. has joined the Center for Auto Safety and others in challenging NHTSA's rollback of the 1986 passenger-car CAFE from 27.5 MPG to 26 MPG.

The company, which has consistently plumped for a tax on gasoline and retaining 27.5 MPG for post-1985 models as part of a national energy policy, is expected to file a friend-of-the-court brief tomorrow (March 11) with the federal appellate court for the District of Columbia Circuit.

Last October, NHTSA, in a 100-page decision, explained why it had responded favorably to petitions from General Motors and Ford Motor Co. and a request from the Automobile Importers of America on behalf of its European members.

Essentially, NHTSA said that 26 MPG was the "maximum feasible level" for GM and Ford, which comprise 60 percent of the industry, and therefore was the same for the industry itself. The agency indicated that all—except perhaps Mercedes-Benz, Jaguar and Saab—should be able to meet 26 MPG.

At that time, Chrysler protested the rollback vehemently. The Center for Auto Safety went farther and said it would go to court.

When it did so in November, the center was joined by Ralph Nader's Public Citizen, the Environmental Policy Institute, and the Union of Concerned Citizens. Listed as intervenors were the people of California, the State of New York and the cities of Los Angeles, New York, Chicago and Boston. Since Chrysler is too late to be an intervenor, it will file a separate amicus brief.

The center has maintained that a change in the 27.5-MPG standard is not needed, but if it were, it should be changed to "maximum feasible" or what is achievable by petitioners. The center said that setting the standard below the "achievable" allows the companies to accumulate carryback credits to eliminate or modify civil penalties—a situation not intended by the law.

While Ford and GM insist they cannot legally pay their civil penalties, Chrysler says they can and should. Jaguar has paid more than $6 million for missing 1983 and 1984 CAFE levels.

Meanwhile, NHTSA is considering a proposed rollback in passenger-car CAFE standards for 1987 and 1988 models to some unspecified level between 26 MPG and 27.5 MPG. The safety agency is also considering setting CAFE levels for 1988 and 1989 trucks with GVW of 8,500 pounds or less with ranges for 2x2s and 4x4s or composite levels.

NHTSA's earlier decisions on light-truck CAFE and EPA's decision on an adjustment factor for CAFE levels because of other auto regulations as well as the timing of NHTSA's CAFE decisions have all been challenged in court by the Center for Auto Safety and other consumer groups.

If NHTSA follows the same reasoning it used on 1986 models in deciding passenger-car fuel economy for 1987 and 1988 models, the safety center is likely to be in court again—perhaps joined by Chrysler at the outset.

Imports in a price stampede

By John K. Teahen Jr.
Senior Editor

For those who like numbers, the imported-car business was a barrel of fun last week.

The numbers were big, but they didn't involve sales—although the imports are doing mighty well in that regard.

The numbers were price increases. Honda, Audi and BMW entered the game that also has included Mitsubishi, Volvo and Mercedes-Benz in recent weeks.

Still to be heard from at presstime were some of the biggest names in the import world. Toyota and Nissan—No. 1 and No. 2—had not acted. Neither had Mazda, Subaru, Saab, Chevrolet or Chrysler Corp. Chevy and Chrysler are big on the captive side.

For some, it's simply a case of when and how much they will raise prices. Others are on the fence, watching and waiting.

The culprit for all makes is the exchange rate. The dollar has weakened against other currencies, and that means price hikes on imported autos. Hardest hit has been the Japanese yen. The yen-dollar ratio has dropped 25 percent in recent months.

Last fall, the dollar was worth about 240 yen. It was just under 180 last Friday. In December, when the rate was bout 200 yen to the dollar, many of the Japanese imports went up about $400, which was about 4 percent.

Honda last week announced its third increase on 1986 models. It averaged $365 per car, or 3.59 percent. The hikes covered a wide range—from $49 on the base Civic three-door hatchback to $561 on the Prelude Si coupe with automatic transmission.

The high-line cars bore the brunt of the increase. It ranged from $49 to $251 on CRX and Civic models, but it was $319 to $561 on Accord and Prelude.

The Honda Accord now starts at $9,195. A year ago, it was $7,895. The base Civic, at $5,698, is up from $5,399 last March.

The boosts were larger for Audi and BMW since they are much more expensive automobiles. Audi went up 4.9 percent, following a minimal rise of less than one percent at the beginning of the model year. BMW's bump averaged 2.5 percent last week; it was 4.6 percent when the 1986 models were introduced.

Audi's increases ranged from $695 on the 4000-S four-door sedan to $1,430 on the 5000-CS Turbo Quattro four-door wagon. Prices now start at $14,-925 for the 4000-S sedan.

At BMW, the hikes started at $395 on the 325 two-door sedan, now $19,955. Biggest raise was $1,110 on the limited edition L-7 four-door sedan, which carries a sticker of $44,030.

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U.S. makers seeking larger share in Japan

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.—Importers of U.S. cars are intensifying their efforts to get a larger share of the Japanese market in 1986.

Signs that point to an improving import-car market here are an escalating sales trend on a year-to-year basis for 24 consecutive 24 months and a steady lowering of car prices because of the yen's appreciation against the U.S. dollar.

Teruo Ishii, an official of Yanase & Co., the largest automobile importer in Japan and the general agent for Cadillac, Buick, Pontiac and Chevrolet cars, said the company is planning to boost sales to 1,670 units, compared with 1,265 in 1985.

Chrysler Corp.'s distributor, Azabu Motors, which still has not appointed a dealer outside of Tokyo, intends to double sales to 100, while American Motors' new distributor, Kintetsu Shibaura Jidosha Seibi K.K., expects to treble sales of Jeeps to 140 units.

A spokesman for Ford Motor Co. (Japan), Ltd., which has 11 dealers with 20 outlets in Japan, is targeting 1986 sales at 900, double the amount sold last year.

The Ford spokesman said sales are expected to increase because of the introduction of Taurus and Sable in Japan. He said they bring to the Japanese market "a European-type car not offered by Japanese auto makers."

"Finally, we can offer an American car that is unique in this country as far as size and luxuries are concerned," he said.

Imported-car sales in Japan were the second highest in history last year at 50,172 units, an increase of 19.5 percent over the previous year, mainly because of the growing popularity of European-made vehicles.

However, only 1,816 U.S. vehicles were sold in Japan last year, a decline of 23.8 percent from the previous year. In market share, U.S.-made cars slipped from second place in 1984 to fifth last year, rdbeing passed by British, Italian and Swedish-built autos. Cars from West Germany were the top sellers.

Sales of imported cars in Japan in January increased 4.3 percent from the year-earlier total to 3,017 units, marking the 25th consecutive month that registrations showed a year-to-year gain.

According to the Japan Automobile Importers Assn., sales of cars with engine displacement of 2,000 cc or more rose 4.6 percent to 1,160 units, while those with a smaller engine displacement climbed 4.2 percent to 1,857 units.

U.S. HEAVY-DUTY REGISTRATIONS

TWELVE MONTHS, 1985 VS. 1984★

Make	12 mos., 1985	Percent Share of '85 market	12 mos., 1984	Percent Share of '84 market	Pct. pt. Change, '85-'84
International	47,077	21.62	44,409	22.56	– 0.94
Ford	44,926	20.64	37,871	19.24	+ 1.40
GMC	26,109	11.99	25,615	13.02	– 1.03
Mack	25,798	11.85	22,202	11.28	+ 0.57
Freightliner	18,708	8.59	16,409	8.34	+ 0.25
Peterbilt	12,305	5.65	13,107	6.66	– 1.01
Kenworth	11,981	5.50	13,624	6.92	– 1.42
Chevrolet	11,494	5.28	10,401	5.29	– 0.01
White	9,197	4.22	6,871	3.49	+ 0.73
Volvo	2,580	1.19	1,953	0.99	+ 0.20
Mercedes-Benz	2,073	0.95	928	0.47	+ 0.48
Autocar	1,803	0.83	1,260	0.64	+ 0.19
Western Star	1,216	0.56	713	0.36	+ 0.20
Miscellaneous	2,450	1.13	1,453	0.74	+ 0.39
TOTALS	217,717	100.00	196,816	100.00	

★—Group 7 and 8 trucks only.

U.S. TRUCK REGISTRATIONS

TWELVE MONTHS, 1985 VS. 1984★

Make	12 mos., 1985	Percent Share of '85 market	12 mos., 1984	Percent Share of '84 market	Pct. pt. Change, '85-'84
Chevrolet	1,256,964	26.88	1,090,178	26.92	– 0.04
Ford	1,245,805	26.65	1,162,834	28.72	– 2.07
Dodge	496,324	10.62	424,073	10.47	+ 0.15
GMC	347,577	7.43	305,206	7.54	– 0.11
Jeep	182,210	3.90	148,292	3.66	+ 0.24
Plymouth	104,627	2.24	80,008	1.97	+ 0.27
International	73,463	1.57	66,713	1.65	– 0.08
Mack	29,514	0.63	25,617	0.63	
Freightliner	18,708	0.40	16,409	0.41	– 0.01
Peterbilt	12,305	0.26	13,107	0.32	– 0.06
Kenworth	11,981	0.26	13,625	0.34	– 0.08
White	9,197	0.20	6,871	0.17	+ 0.03
Mercedes	4,602	0.10	2,480	0.06	+ 0.04
Volvo	2,580	0.06	1,953	0.05	+ 0.01
Autocar	1,803	0.04	1,260	0.03	+ 0.01
Western Star	1,216	0.03	713	0.02	+ 0.01
Miscellaneous☆	876,316	18.73	689,659	17.04	+ 1.69
TOTALS	4,675,192	100.00	4,048,998	100.00	

★—All truck registrations in Oklahoma, and in 1984, New York, compiled from manufacturers' sales records.
☆—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

GM backs vans for disabled

Continued from Page 12

mercial applications that the Astro has with Target's commercial lift because it has front-wheel drive.

"If you put a lot of weight in the rear of it, you tend to lift your drive wheels off the ground," King said. "The Astro is a kind of a blend of truck and downsized van. It gives you the capacities of a truck and the roominess and size of a truck, but the handling characteristics and economy of small van."

The Chrysler vehicles, King added, are basically used for a paraplegic who can transfer and who doesn't need to transport a lot of people with him. As a two-passenger vehicle in its converted form, it typically could handle a married couple, where one might be disabled.

Target does not have the ship-through system on Chrysler vehicles that is available through Crown on the GM units.

It has, however, substantially reduced transportation costs.

The company has set up regional shops. The vehicles are brought into Target with the standard freight charge and, with shops in the Northeast, Southeast and the West, it is able to keep freight costs low.

Target has capacity to produce about 35-40 conversions a month on its own. King said that if market demand grew much beyond that, "We would have to work with Crown on getting more production capacity."

With the Astro program, King added, the company did not want to splinter the manufacturing. It wanted to concentrate it right in Baltimore, where the vans are made, and use the ship-through agreement with Crown and GM being able to place the vehicle right in the dealer's showroom and on his lot.

Target is about six months away from getting into a similar program with Ford on Aerostar.

It wanted to get the Astro/Safari program going before it tackled the Ford model, King said, noting the high cost of research, development, design and execution of such a package.

One problem he sees in converting the Aerostar, which hasn't really been addressed yet, is the sharply raked windshield.

"It may cause a problem with the power seat," he said. "It may cause a problem driving from the wheelchair, having to place the driver too far back because of the extreme rake on the front end. That's a problem we've looked at but really haven't analyzed yet."

RV sales show 10 pct. decline for December

Continued from Page 12

The RVIA's Index of Consumer Sentiment rose 3.0 points to 93.9 in December. The index measures consumers' general outlook on economic prospects and has been a leading RV sales indicator for some time.

Meanwhile, 12-month 1985 shipments totaled 359,200, off from 398,200 in 1984.

Van conversion deliveries totaled 164,800, off 6.0 percent from 1984.

Motor home deliveries of 68,700 were off 16.2 percent from 1984.

Within the motor home segment, conventional Type A deliveries of 33,600 were off 20.2 percent; van camper deliveries of 6,700 were off 5.6 percent, and chopped-van deliveries of 28,400 were off 13.4 percent.

Towable RV deliveries of 125,700 were off 10.8 percent from 1984.

Within that segment, travel trailer deliveries of 82,900 were off 10.3 percent; folding camping trailer deliveries of 35,900 were off 12.2 percent, and truck camper deliveries of 6,900 were off 9.2 percent.

Chrysler Canada reports 51 pct. drop in earnings

Chrysler Canada, Ltd., reported that 1985 earnings were equivalent to $99.4 million (U.S.), a 51-percent drop from 1984's record $202 million (U.S.).

In Canadian currency, Chrysler's net earnings were $138.1 million in 1985.

Chrysler Canada President Maurice J. Closs blamed the earnings decline on a weaker Canadian dollar, the cost of incentive programs, increased compensation payments to workers and retirees and the impact of strikes late last year.

Pre-tax operating earnings were $159 million in 1985, down from $203 million.

Sales set a new record of $5 billion, compared with 1984's $4.5 billion.

Factory sales of cars and trucks in Canada increased 8.5 percent to 249,043 from 229,558 in 1984.

Zimmer loss for 1985 climbs to $5.7 million

BOCA RATON, Fla.—Zimmer Corp. reported a net loss of $5.7 million for 1985.

That compares with a loss of $577,000 in 1984. On a per-share basis, the loss was $1.22 in 1985 versus 12 cents in 1984.

Sales for 1985 were $145 million compared with $153 million in 1984.

The 1985 loss included a fourth-quarter tax provision of $2.4 million related to the disposal of Zimmer's Mobile Traveler motor home manufacturing subsidiary and two other plants.

"We have been unsuccessful in stopping the operating losses at this subsidiary," said President Paul H. Zimmer. "And while it is difficult to give up on a potentially promising business enterprise, the need to eliminate any further drain on future earnings is essential."

For the fourth quarter, Zimmer lost $3.9 million compared with $2.1 million in the same quarter of 1984. Sales were $31.2 million in the 1985 fourth quarter compared with $22.9 million in the 1984 period.

Zimmer produces manufactured housing at eight plants in seven states, automotive products, including the Zimmer Golden Spirit at three plants in Florida and Georgia and sportfishing boats in Florida.

No Mickey-Mouse prize

1986 Pontiac Firebirds are given away daily at Disneyland, Anaheim, Calif. Continuing through May, each day a Disneyland visitor will be selected at random to recieve a Firebird featuring the standard 2.8-liter multi-port fuel-injected engine and several options.

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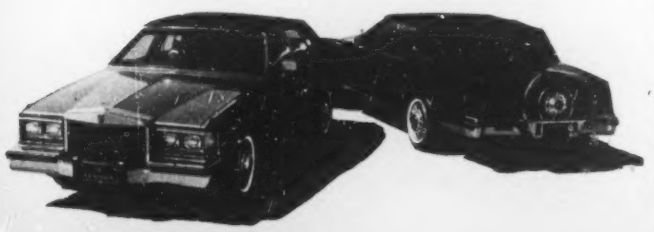

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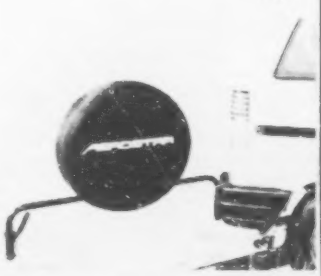

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IMPORT REGISTRATION SHARES IN U.S.

	NOVEMBER					ELEVEN MONTHS				
	Regis., November 1985	Percent Share of Market	Regis., November 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 11 mos., 1985	Percent Share of Market	Regis., 11 mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Nissan	49,656	18.90	39,615	19.00	−0.10	519,327	19.26	437,560	19.04	+0.22
Toyota	48,765	18.56	41,775	20.04	−1.48	519,228	19.26	460,325	20.03	−0.77
Honda	45,738	17.41	41,183	19.76	−2.35	483,883	17.95	448,508	19.52	−1.57
Mazda	19,608	7.46	13,915	6.67	+0.79	178,988	6.64	150,482	6.55	+0.09
VW	15,732	5.99	9,821	4.71	+1.28	178,375	6.61	143,302	6.23	+0.38
Subaru	15,618	5.94	11,513	5.52	+0.42	150,869	5.59	133,503	5.81	−0.22
Volvo	8,275	3.15	6,668	3.20	−0.05	96,745	3.59	88,237	3.84	−0.25
BMW	6,354	2.42	5,772	2.77	−0.35	81,557	3.03	62,287	2.71	+0.32
Colt/Vista	6,011	2.29	--	--	−0.00	Mercedes	79,076	2.93	67,256	2.93	+0.00
Audi	5,859	2.23	5,722	2.74	−0.51	Audi	70,011	2.60	63,592	2.77	−0.17
Mercedes	--	--	6,413	3.08	−0.00						
Others	41,123	15.65	26,084	12.51	+3.14	Others	338,011	12.54	243,069	10.57	+1.97
TOTAL	262,739		208,481			TOTAL	2,696,070		2,298,121		
Share of U.S. Total		33.98		25.54	+8.44	Share of U.S. Total		27.00		24.72	+2.28

1984 numbers for New York State and Oklahoma, and Oklahoma, 1985, from manufacturers' sales records.

Import registrations set record

By Jenny L. King
Detroit Reporter

U.S. registrations of new imported cars in November were up 26.03 percent from the previous year, notching a new high for the month.

Imports' share of the total market exploded 8.44 percentage points, to 33.98 percent from 25.54 percent a year earlier.

November, 1985, new-car registration figures collected by R.L. Polk & Co. put the import total at 262,739 compared with 208,481 in November, 1984. The totals include Volkswagens, Hondas and Nissans assembled in the U.S.

At the end of 11 months, imports accounted for 27.00 percent of the U.S. market, up from 24.72 percent the preceding year. New import registrations of 2,696,070 were up 17.32 percent from 2,298,121.

Japan's share of the November import total was 73.32 percent in 1985 versus 73.44 percent in 1984. West German-built cars represented 11.81 percent, down slightly from 11.88 percent. U.S. "imports" increased to 8.61 percent from 7.75 percent. Totals from the nine countries of origin were:

	Nov. 1985	Nov. 1984
Japan	192,635	153,106
W. Germany	31,019	24,777
United States	22,614	16,166
Sweden	11,446	9,530
Great Britain	1,815	1,839
France	1,786	2,506
Italy	851	541
Yugoslavia	573	0
Ireland	0	16
TOTAL	262,739	208,481

Year-to-date import registrations were 71.09 percent Japanese-sourced, 13.88 percent came from West Germany and 8.47 percent were U.S.-built. A year earlier, Japan's share was 72.10 percent, 12.41 percent were West German and 8.07 percent were U.S.-assembled. Totals for all countries were as follows:

	11 Mos. 1985	11 Mos. 1984
Japan	1,916,701	1,656,992
W. Germany	369,130	285,234
United States	228,420	185,440
Sweden	133,119	118,669
Great Britain	18,191	16,212
France	22,420	28,765
Italy	6,765	6,473
Yugoslavia	1,324	0
Ireland	0	336
TOTAL	2,696,070	2,298,121

Imported-truck registrations totaled 69,191 in November, an increase of 16.65 percent from 59,315 a year earlier. The breakout from the major makers included:

	Nov. 1985	Nov. 1984
Toyota	26,749	22,705
Nissan	15,487	15,065
Mazda	9,562	9,212
Isuzu	5,939	—
Dodge Ram 50	—	5,026
Others	11,454	7,307
TOTAL	69,191	59,315

At the end of November imported truck registrations stood 29.11 percent taller than they had the preceding year. Adding to 870,560 compared with 674,296, individual totals follow:

	11 Mos. 1985	11 Mos. 1984
Toyota	333,415	261,781
Nissan	239,118	176,661
Mazda	104,133	105,970
Isuzu	68,647	—
Dodge Ram 50	—	45,346
Others	125,247	84,538
TOTAL	870,560	674,296

MARKET SHARES

ELEVEN MONTHS
1985 VS. 1984

Make	1985 Market Share	1984 Market Share	Pct. Pt. Change '85 vs. '84
Chevrolet	14.50	15.38	−0.88
Ford	12.69	12.64	+0.05
Oldsmobile	9.90	10.35	−0.45
Buick	7.93	9.09	−1.16
Pontiac	7.22	6.80	+0.42
Nissan	5.20	4.71	+0.49
Toyota	5.20	4.95	+0.25
Honda	4.85	4.82	+0.03
Mercury	4.83	5.14	−0.31
Dodge	3.99	3.56	+0.43
Chrysler	3.46	3.17	+0.29
Plymouth	3.02	2.79	+0.23
Cadillac	2.76	3.05	−0.29
Mazda	1.79	1.62	+0.17
Mazda	1.79	1.54	+0.25
Subaru	1.51	1.44	+0.07
Lincoln	1.49	1.41	+0.08
AMC	1.21	1.90	−0.69
Volvo	0.97	0.95	+0.02
BMW	0.82	0.67	+0.15
Mercedes	0.79	0.72	+0.07
Audi	0.70	0.68	+0.02
Other Imports	3.38	2.62	+0.76
Misc. Dom.	0.00	0.00	−0.00
TOTAL	9,984,971	9,295,510	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, and Oklahoma, 1985, numbers from manufacturers' sales records.

TOP CARS

U.S. registrations for Eleven Months, 1985 vs. 1984.Oklahoma and New York, 1984, and Oklahoma, 1985, from manufacturers' sales records.

1985 Position	Make	1984 Position
1— 1,447,932	Chevrolet 1,429,954	— 1
2— 1,266,608	Ford 1,174,713	— 2
3— 988,162	Oldsmobile 962,457	— 3
4— 791,485	Buick 844,673	— 4
5— 721,084	Pontiac 632,206	— 5
6— 519,327	Nissan 437,560	— 9
7— 519,228	Toyota 460,325	— 7
8— 483,883	Honda 448,508	— 8
9— 482,739	Mercury 478,031	— 6
10— 398,038	Dodge 330,939	—10
11— 345,901	Chrysler 294,670	—11
12— 301,706	Plymouth 259,072	—13
13— 275,895	Cadillac 282,995	—12
14— 178,938	Mazda 150,482	—15
15— 178,375	VW 143,302	—16
16— 150,869	Subaru 133,503	—17
17— 148,804	Lincoln 131,141	—18
18— 120,341	AMC 176,284	—14
19— 96,745	Volvo 88,237	—19
20— 81,557	BMW 62,287	—22
21— 79,076	Mercedes 67,256	—20
22— 70,011	Audi 63,592	—21
338,011	Other Imports 243,069	
226	Misc. Dom. 254	
9,984,971	TOTAL 9,295,510	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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Chrysler trying to stop U.S. from buying air-bag Tempos

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—Chrysler Corp. is trying to stop the Federal Government from buying 2,000 Ford Tempos equipped with driver-only air bags.

Chrysler attorneys filed a petition with the U.S. General Accounting Office to block the proposed purchase by the General Services Administration.

Chrysler has complained that GSA's solicitation, made last December, is "unduly restrictive" because it requires passive restraints in subcompacts and Ford is the only qualified auto maker.

Chrysler said such a sole-source contract is unlawful.

Chrysler further charged that GSA is seeking to buy the passive-restraint vehicles under a "tentative policy which will require that all vehicles purchased by the agency (beginning with 1987 models) be equipped with passive restraints." GSA could not be reached for comment.

Ford supplied the government with 5,000 air-bag-equipped Tempos in 1985 and is the only auto maker with a publicly stated interest in supplying the 1986 models.

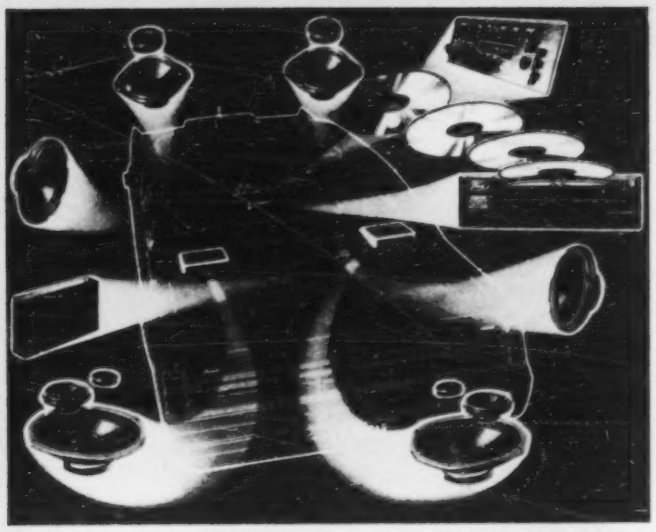
Although Chrysler's K-cars have been independently retrofitted with air bags by Romeo Koyjo, an Arizona firm supplying driver air bags for New York State's fleet, Chrysler apparently is not willing to use retrofitted air bags to become a bidder. The company has not yet announced plans to offer air bags as factory-installed optional equipment.

General Motors recently announced it would begin offering air bags on some 1988 models as a driver-side option.

GSA said it would respond to the Chrysler charges by March 17, and GAO said it will make a decision on the complaint later this spring.

Silverado set

NAPA, Calif.—The 20th annual Silverado Concours d'Elegance will be held June 1 at the Silverado Country Club here. All proceeds benefit the Children's Hospital in Oakland.



Ford is the first domestic auto maker to offer a compact disc player, as part of the Ford JBL Audio System on the 1986 Lincoln Town Car (above). Despite the increasing popularity of CDs, most American and foreign auto makers have refrained from offering them.

ICE heats up — for now

Although a strong U.S. economy and steady growth in Japan have kept the in-car entertainment (ICE) industry on an upward sales path since the start of the decade, the trend is about to reverse, according to a study by Euromonitor Publications Ltd.'s Market Direction Div.

Covering markets for ICE products in the U.S., U.K., Japan, France, Italy and West Germany, the London-based firm's report provides an international perspective to recent and future trends.

In those six countries, the ICE market was worth some $4.35 billion in 1984. Since 1980, unit sales expanded by about 5 million units to reach a 1984 level of 35.6 million.

International Markets for In-Car Entertainment

Country	Dollar Sales 1984	Unit Sales 1984	Estimated Unit Sales 1985
France	$217,000,000	1,900,000	1,950,000
Italy	$83,000,000	800,000	900,000
Japan	$1,188,000,000	4,500,000	4,600,000
U.K.	$241,000,000	2,500,000	2,350,000
U.S.	$1,950,000,000	21,815,000	21,500,000
W.Germany	$665,000,000	4,050,000	3,900,000

Source: Euromonitor, Market Direction

(Although these figures should be treated with caution because it's impossible to get precisely comparable statistics from different countries, data clearly show the market has undergone considerable growth.)

Two major factors account for the growth: (1) Consumers in most countries are coming to regard some kind of ICE as standard equipment for their cars; (2) Car makers faced with fierce competition and, in Europe especially, considerable production overcapacity, see original equipment ICE products as essential and profitable marketing tools.

Consequently, the ICE aftermarket has increasingly become one devoted to upgrading products. Euromonitor believes this will eventually result in present sales volumes being unsustainable since the market will no longer be supported by sales to owners of older cars — typically, 80 percent of new cars are equipped with some form of ICE equipment in the six countries studied.

However, there is considerable room for upgrading purchases. In recent years, car radios and tape players have declined in favor of the combination cassette/radio. The latter is expected to continue to show strong growth, with increasingly sophisticated products arriving as manufacturers offer additional features to tempt consumers.

Little exists, though, in the area of radically new technology to tempt mass consumers for whom graphic equalizers remain a mystery. While compact-disc car players have appeared in some countries, they have suffered from technical problems resulting from the hostile car environment, and there is not yet a large-enough home entertainment base to support significant ICE sales.

ICE sales are currently dominated by Japanese manufacturers, whose dollar sales in 1984 were over 25 percent higher than those of U.S. producers.

The Japanese dominate the export market even more, selling over $1 billion worth of ICE equipment overseas in 1984 compared to export sales of $139 million by their closest export rival, West Germany.

U.S. export sales, on a par with those of France ($60 million and $54 million, respectively), point up the weakness of the U.S. in consumer electronics export markets.

With product trends in the market firmly in place and recent sales growth expected to end, Euromonitor sees little reason to expect a significant change in performance by any of the world market's major producer nations. Volumes in 1988 are forecast to be 3 percent below 1984, though the drop will be eased somewhat by the emergence of more expensive products in the sales mix.

The French, Italian and Japanese markets are expected to show some growth — around 12 percent in France and Italy, and 9 percent in Japan. The sharpest decline will occur in the U.K., it is predicted, from 2.5 to 2.15 million units, or 14 percent. ■

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BusinessWeek

†Fall 1985 MRI

*1984 Business Week Subscriber Study

PRICES

Continued from page E28

bed, $6,395; SE-5 short bed, $6,595; SE-5 long bed, $6,795; LUX short bed, $7,395; LUX long bed, $7,595; Cab Plus, $7,295; SE-5 Cab Plus, $7,695; LUX Cab Plus, $8,495. **5-speed transmission, power disk brakes** standard on all models. **Radio** standard on LUX models.

Prices include dealer prep fee.

MERCEDES-BENZ

190 SERIES—190E 2.3 4-door sedan, $25,080; 190E 2.3 4-door sedan (automatic), $25,710; 190D 2.5 4-door sedan (diesel), $25,080; 190E 2.5 4-door sedan (diesel, automatic), $25,710; 190E 2.3-16 4-door sedan, $36,820; 190E 2.3-16 4-door sedan (automatic), $37,450.

300 SERIES-300E 4-door sedan, $35,870; 300E 4-door sedan (automatic), $36,710.

300-SDL TURBO—4-door sedan (automatic), $43,800.

420 SERIES—420-SEL 4-door sedan (automatic), $47,720.

560 SERIES—560-SEL 4-door sedan (automatic), $56,390; 560-SL coupe/roadster (automatic), $51,000; 560-SEC coupe (automatic), $62,110.

Power steering, power disk brakes, radio, air conditioning standard on all models.

Manual transmission models are 5-speed.

Prices include dealer prep fee.

MERKUR

XR4TI—Coupe (5-speed), $16,361. **5-speed transmission, power steering, power disk brakes, radio, air conditioning** are standard. **Automatic transmission** is $440.

Price includes dealer prep fee.

Merkur is sold by Lincoln-Mercury dealers.

MITSUBISHI

MIRAGE—2-door hatchback, $5,659; L 2-door hatchback, $6,769; L 2-door hatchback (automatic), $7,149; Turbo sport hatchback, $7,879; Turbo sport hatchback (automatic, power steering), $8,449. **Power disk brakes** standard on all models.

TREDIA—4-door sedan, $7,489; L 4-door sedan, $8,719; L 4-door sedan (automatic), $9,109; LS 4-door sedan (automatic), $9,869; Turbo 4-door sedan, $9,689. **Power disk brakes** standard on all models. **Power steering, radio** standard on all models except base sedan.

CORDIA—L Sport 2-door hatchback, $8,949; L Sport 2-door hatchback (automatic), $9,329; Turbo Sport 2-door hatchback, $10,369. **Power steering, power disk brakes, radio** standard on all models.

GALANT—4-door Luxury Sedan, $13,219. **Automatic transmission, power steering, power disk brakes, radio, air conditioning** are standard.

STARION—LE Turbo 2 + 2 coupe, $15,129; LE Turbo 2 + 2 coupe (automatic), $15,689; ESI-R Turbo 2 + 2 coupe, $17,479. **Power steering, power disk brakes, radio, air conditioning** are standard.

MONTERO (sport/utility)—Standard, $9,049; Montero, $10,239; Montero (automatic), $10,639. **Power steering, power disk brakes** standard on all models. **Radio** standard on all except base model. All models except base must be ordered with Sport Group at $829.

Manual transmission models are 5-speed, except for base Mierage hatchback, which is 4-speed.

Prices include dealer prep fee.

MITSUBISHI PICKUP TRUCKS

2-WHEEL DRIVE—Mighty Max, $5,989; Mighty Max (automatic), $6,359; Mighty Max Sport, $6,449; SPX, $7,239. **Power disk brakes** standard on all models.

4-WHEEL DRIVE—Mighty Max, $8,549; SPX, $9,599. **Power disk brakes** standard on both models.

Manual transmission models are 5-speed.

Prices include dealer prep fee.

NISSAN

SENTRA—Standard 2-door sedan, $5,649; Deluxe 2-door sedan, $6,969; Deluxe 2-door sedan (automatic and radio), $7,629; MPG Diesel 2-door sedan, $7,449; XE 2-door sedan, $7,649; XE 2-door sdean (automatic), $8,049; Deluxe 4-door sedan, $7,169; Deluxe 4-door sedan (automatic and radio), $7,829; XE 4-door sedan, $7,849; XE 4-door sedan (automatic), $8,249; Deluxe 4-door wagon, $7,699; Deluxe 4-door wagon (automatic and radio), $8,359; XE 4-door wagon, $8,379; XE 4-door wagon (automatic), $8,779; XE 2-door hatchback, $8,169; XE 2-door hatchback (automatic), $8,569; SE 2-door hatchback, $9,109. **Power disk brakes** standard on all models. **Power steering, radio** standard on all XE and SE models; **radio** also standard on Deluxe models with automatic transmission.

Three Sentra models are assembled in the U.S. They are the Standard 2-door sedan, Deluxe 2-door sedan and XE 2-door sedan.

PULSAR NX—Coupe, $8,749; coupe (automatic), $9,149. **Power steering, power disk brakes, radio** standard on both models.

STANZA—4-door sedan, $10,069; 4-door sedan (automatic), $10,619; XE wagon (2-wheel drive), $10,379; XE wagon (2-wheel drive, automatic), $11,059; E wagon (4-wheel drive), $11,429; XE wagon (4-wheel drive), $11,629. **Power steering, power disk brakes, radio** standard on all models.

200-SX—E coupe, $9,549; E coupe (automatic), $10,069; XE coupe, $10,899; XE coupe (automatic), $11,419; E hatchback coupe, $9,849; E hatchback coupe (automatic), $10,369; XE hatchback coupe, $11,509; XE hatchback coupe (automatic), $12,029; Turbo hatchback coupe, $13,069. **Power steering, power disk brakes, radio** standard on all models.

MAXIMA—SE 4-door sedan, $14,459; GL 4-door sedan, $14,459; GL 4-door wagon, $15,399. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

300-ZX—Coupe (non T-bar roof), $17,499; coupe (non T-bar roof, automatic), $18,019; coupe, $18,299; coupe (automatic), $18,819; 2 + 2 coupe, $19,549; 2 + 2 coupe (automatic), $20,069; Turbo coupe, $20,599; Turbo coupe (automatic), $21,119. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

All Nissan prices include dealer prep fee.

NISSAN PICKUP TRUCKS

REGULAR BED (2-wheel drive)—Standard, $6,299; Model E, $6,699; Model E (automatic), $7,549; SE, $9,099; SE (automatic), $9,799.

LONG BED (2-wheel drive)—Model E, $6,999; Model E (automatic), $7,849; XE, $7,899; XE (automatic), $8,499; Heavy-Duty (E), $8,549; Heavy-Duty (E), (automatic) $9,249.

CAB AND CHASSIS (2-wheel drive)—Dual rear wheel (E), $8,549; dual rear wheel (E) (automatic), $9,249.

KING CAB (2-wheel drive)—Model E, $7,799; Model E (automatic), $8,649; XE, $8,699; XE (automatic), $9,299; SE, $10,199; SE (automatic), $10,899.

4-WHEEL DRIVE—E regular bed, $8,999; SE regular bed, $11,399; XE long bed, $10,249; King Cab XE, $10,999; King Cab SE, $12,499.

Power disk brakes standard on all models. **Power steering** standard on XE, SE, Cab/Chassis and Heavy-Duty models; included with automatic transmission on E 2-wheel-drive models. **Radio** standard on SE models.

Nissan truck prices include dealer prep fee.

PEUGEOT

505 SERIES—GL 4-door sedan, $12,615; GL 4-door sedan (automatic), $13,150; S 4-door sedan, $15,965; S 4-door sedan (automatic), $16,500; STI 4-door sedan, $17,065; STI 4-door sedan (automatic), $17,600; GL 4-door wagon, $13,185; GL 4-door wagon (automatic), $13,720; S 4-door wagon, $17,130; S 4-door wagon (automatic), $17,665. **Power steering, power disk brakes** standard on all models. **Radio, air conditioning** standard on S and STI models.

505 TURBO—4-door sedan, $18,740; 4-door sedan (automatic), $19,275; 4-door wagon (automatic), $20,435. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

Manual transmission models are 5-speed.

PININFARINA

Convertible (5-speed), $16,995; convertible (automatic), $17,490. **Power disk brakes, radio, air conditioning** are standard.

Prices do not include dealer prep fee of $179.

Prices are for 1985 models.

PLYMOUTH

COLT—E 3-door hatchback, $5,633; DL 3-door hatchback, $6,510; E 4-door sedan, $6,533; DL 4-door sedan, $6,862; Premier 4-door sedan, $7,693. **Power disk brakes** standard on all models. **Automatic transmission** is $392, not available on E 3-door hatchback.

COLT VISTA—5-door wagon (2-wheel drive), $9,378; 5-door wagon (4-wheel drive), $10,502. **Power disk brakes** standard on both models. **Power steering** standard on 4WD model. **Automatic transmission** is $392 with 2WD, not available with 4WD.

CONQUEST—2-door liftback, $13,740. **Power steering, power disk brakes, radio** are standard. **Automatic transmission** is $565.

Manual transmission is 4-speed on Colt E 3-door hatchback, 5-speed on other Colt, Colt Vista and Conquest models.

Prices include dealer prep fee.

Plymouth imports are made by Mitsubishi.

PORSCHE

944—Coupe, $24,500; coupe (automatic), $25,000; Turbo coupe, $29,800. **(Power steering, power disk brakes, air conditioning** standard on all models.

911 CARRERA—Coupe, $33,975; Targa coupe, $35,500; Cabriolet, $38,750; Turbo coupe, $53,475. **Power disk brakes, air conditioning** standard on all models.

928—Coupe (5-speed or automatic), $51,900. **Power steering, power disk brakes, radio, air conditioning** are standard.

Manual transmission models are 5-speed, except for 911 Turbo coupe which is 4-speed.

Price of 911 Turbo coupe does not include gas-guzzler tax.

Prices do not include prep fee of $245.

RENAULT

ALLIANCE—2-door sedan, $5,999; 4-door sedan, $6,199; L 2-door sedan, $6,510; L 4-door sedan, $6,760; L convertible, $10,557; DL 2-door sedan, $7,110; DL 4-door sedan, $7,360; DL convertible, $11,557. **Power disk brakes** standard on all models. **Automatic transmission** is $469. Alliance models are built in the U.S.

ENCORE—S 3-door liftback, $6,710; S 5-door liftback, $6,960; Electronic 3-door liftback, $7,498; LS 3-door liftback, $7,310; LS 5-door liftback, $7,560; GS 3-door liftback, $7,968. **Power disk brakes, radio** standard on all models. **Automatic transmission** is $469. Encore models are built in the U.S.

SPORTWAGON—4-door wagon, $10,199. **Power steering, power disk brakes, radio, air conditioning** are standard. **Automatic transmission** is $449.

All Renault prices include dealer prep fee.

ROLLS-ROYCE

SILVER SPIRIT—4-door sedan, $103,500.

SILVER SPUR—4-door sedan, $1145,500; limousine, $198,000.

CAMARGUE—2-door sedan, $150,600.

CORNICHE II—Convertible, $163,800.

Automatic transmission, power steering, power disk brakes, radio, air conditioning are standard on all Rolls-Royce models.

Rolls-Royce prices do not include dealer prep fee.

SAAB

900—3-door hatchback, $12,585; 4-door sedan, $12,985.

900—S (16-valve)—2-door sedan, $15,795; 3-door hatchback, $16,095; 4-door sedan, $16,495.

900 TURBO (16-valve)—3-door hatchback, $18,895.

9000 TURBO (16-valve)—5-door hatchback, $22,145.

5-speed manual transmission, power steering, power disk brakes, air conditioning standard on all models. **Radio** standard on 900-S, 900 Turbo and 9000 Turbo models. **Automatic transmission** is $500 on 9000 Turbo, $400 on other models.

Prices include dealer prep fee of $72.

SUBARU

HATCHBACK—Standard, $5,167; GL, $7,125; GL (automatic), $7,590; GL (4WD), $7,780. **Radio** standard on GL models.

BRAT—GL (4WD), $8,094. (**Radio** is standard.)

3-DOOR—DL, $7,960; GL, $8,585; GL (automatic), $9,514; GL (4WD), $9,160; GL (4WD, automatic), $9,909; GL Turbo (4WD), $12,006. **Power disk brakes** standard on all models. **Radio** standard on all models except DL. **Power steering** standard on GL Turbo 4WD; power steering also standard with automatic transmission. **Air conditioning** standard on GL Turbo 4WD.

4-DOOR SEDAN—DL, $7,680; GL, $8,305; GL (automatic), $8,895; GL-10 (automatic), $11,509; GL-10 Turbo, $12,239; GL-10 Turbo (automatic), $12,624; GL (4WD), $9,453; GL (4WD, automatic), $9,863; RX Turbo (4WD), $12,079; GL-10 Turbo (4WD), $13,204; GL-10 Turbo (4WD, automatic), $13,614. **Power steering, air conditioning** standard on GL-10 models. **Radio** standard on all models except DL.

4-DOOR WAGON—DL, $7,995; GL, $8,620; GL (automatic), $9,210; GL-10 (automatic), $11,689; GL-10 Turbo, $12,419; GL-10 Turbo (automatic), $12,804; GL (4WD), $8,570; GL(4WD), $9,195; GL (4WD, automatic), $9,605; GL-10 Turbo (4WD), $12,994; GL-10 Turbo (4WD, automatic), $13,794. **Power steering, air conditioning** standard on GL-10 models. **Radio** standard on all models except DL.

XT COUPE—DL, $8,897; GL, $10,491; GL (automatic), $10,876; Turbo, $13,343; Turbo (automatic), $13,728; Turbo (4WD), $14,308; Turbo (4WD, automatic), $14,718. **Power steering** standard on GL and Turbo models. **Radio** stadard on all models except DL. **Air conditioning** standard on Turbo models.

4WD denotes 4-wheel drive.

Manual transmission is 4-speed on Standard hatchback, GL (4WD) hatchback and BRAT. Manual transmission is 5-speed on all other models.

Prices do not inbclude dealer prep fee of $144 on BRAT, $129 on other models.

SUZUKI

SAMURAI (sport/utility)—Standard soft top, $6,550; Standard hard top, $6,700; Deluxe soft top, $6,950; Deluxe hard top, $7,100; Deluxe II soft top, $7,650; Deluxe II hard top, $7,800; Truck soft top, $6,200; Truck hard top, $6,600. **5-speed transmission, power disk brakes** standard on all models. **Radio** standard on Deluxe and Deluxe II models. **Air conditioning** standard on Deluxe II models.

Prices include dealer prep fee.

TOYOTA

TERCEL—Standard 3-door liftback, $5,598; Deluxe 3-door liftback, $6,338; Deluxe 3-door liftback (automatic), $6,968; Deluxe 5-door liftback, $6,788; Deluxe 5-door liftback (automatic), $7,118; Deluxe 5-door wagon, $7,238; Deluxe 5-door wagon (automatic), $7,568; Deluxe wagon (4-wheel drive), $8,268; Deluxe wagon (4WD, automatic), $8,578; SR5 wagon (4WD), $9,148. **Power disk brakes** standard on all models.

NR2—Coupe, $11,648; coupe (automatic), $12,268. **Power steering, power disk brakes, radio** are standard.

COROLLA (front-wheel drive)—Deluxe 4-door sedan, $7,348; Deluxe 4-door sedan (automatic), $7,738; LE 4-door sedan, $8,168; LE 4-door sedan (automatic), $8,708; LE Limited 4-door sedan (automatic), $10,018; Deluxe 5-door liftback, $7,608; Deluxe 5-door liftback (automatic), $7,998. **Power disk brakes** standard on all models. **Power steering** standard on LE Limited. **Radio** standard on LE and LE Limited models.

COROLLA SPORT (rear-wheel drive)—SR5 sport coupe, $8,408; SR5 sport coupe (automatic), $8,948; GT-S sport coupe, $9,498; SR5 sport liftback, $8,588; GT-S sport liftback, $9,678. **Power disk brakes, radio** standard on all models.

CAMRY—Deluxe 4-door sedan, $9,678; Deluxe 4-door sedan (automatic), $10,288; LE 4-door sedan, $10,838; LE 4-door sedan (automatic), $11,458; LE 5-door liftback (automatic), $11,808; Deluxe Turbodiesel 4-door sedan (automatic), $11,258. **Power steering, power disk brakes** standard on all models. **Radio** standard on LE models.

CRESSIDA—4-door Luxury sedan, $16,630; 4-door Luxury sedan (automatic), $16,630; 5-door Luxury wagon (automatic), $16,690. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

CELICA—ST sport coupe, $9,398; GT sport coupe, $10,448; GT sport coupe (automatic), $10,988; GT liftback, $10,698; GT liftback (automatic), $11,238; GT-S sport coupe, $12,348; GT-S sport coupe (automatic), $12,968; GT-S liftback, $12,698. **Power steering, power disk brakes, radio** standard on all models.

SUPRA—Liftback, $17,990; liftback (automatic), $18,610; Sportroof liftback (with removable top), $18,790; Sportroof liftback (automatic), $19,410. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

VAN—Deluxe Van, $10,298; Deluxe Van (automatic) $10,838; LE Van (automatic), $12,528; Cargo Van, $8,748; Cargo Van (automatic), $9,288. **Power disk brakes** standard on all models. **Power steering, radio** standard on LE.

LAND CRUISER—Wagon, $14,568. **Power disk brakes** are standard.

4RUNNER (sport/utility)—Standard, $11,448; Standard (automatic), $12,068; Deluxe (automatic), $12,748; SR5, $13,448; SR5 Turbo (automatic), $16,318. **Power disk brakes** standard on all models. **Power steering, radio** standard on SR5 and SR5 Turbo.

Manual transmission is 4-speed on base Tercel 3-door liftback (2WD) and Land Cruiser. Manual transmission is 5-speed on all other models.

Prices include dealer prep fee.

TOYOTA PICKUP TRUCKS

2-WHEEL DRIVE—Standard bed (4-speed), $6,148; standard bed (5-speed), $6,398; standard bed (automatic), $6,848; long bed, $6,678; long bed (automatic), $7,128; Deluxe long bed, $6,938; Deluxe long bed (automatic), $7,388; SR5 long bed, $8,538. **Power disk brakes** standard on all models. **Radio** standard on SR5 long bed.

XTRACAB (2-wheel drive)—Long bed, $7,188; long bed (automatic), $7,638; Deluxe long bed, $7,688; Deluxe long bed (automatic), $8,118; SR5, $8,738; SR5 (automatic), $9,188; SR5 Turbo, $11,018; SR5 Turbo (automatic), $11,638. **Power disk brakes** standard on all models. **Power steering** standard on SR5 Turbo. **Radio** standard on SR5 and SR5 Turbo.

WORK TRUCKS (2-wheel drive)—One-ton long bed, $7,538; one-ton long bed (automatic), $7,988; commercial cab/chassis (single rear wheels), $7,108; commercial cab/chassis (single rear wheels, automatic), $7,658; commercial cab/chassis (dual rear wheels), $7,418; commercial cab/chassis (dual rear wheels, automatic), $7,968; commercial cab/chassis (dual rear wheels, long wheelbase), $7,618; camper cab/chassis (dual rear wheels, long wheelbase, automatic), $8,418. **Power disk brakes** standard on all models. Cab/chassis manual transmission models are 4-speed.

4-WHEEL DRIVE—Standard bed, $8,598; Standard bed Turbo, $10,038; Deluxe long bed, $9,538; Deluxe long bed automatic, $10,388; Xtracab Deluxe, $9,788; Xtracab Deluxe (automatic), $10,638; SR5 standard bed, $10,638; SR5 long bed, $10,998; Xtracab SR5, $11,188; Xtracab SR5 Turbo (automatic), $13,868. **Power disk brakes** standard on all models. **Power steering, radio** standard on all SR5 models.

Manual transmission models are 5-speed unless otherwise indicated.

Prices include dealer prep fee.

TVR

280i—Convertible, $23,546; coupe, $25,252. **4-speed transmission, power disk brakes, radio** are standard. **Power steering or air conditioning** also standard. **Automatic transmission** is $840.

VOLKSWAGEN

GOLF—2-door hatchback (diesel), $7,150; 2-door hatchback (gasoline), $7,190; 4-door hatchback (diesel), $7,200; 4-door hatchback (gasoline), $7,400. **Power disk brakes** standard on all models. **Automatic transmission** is $435 on gasoline-engne models.

GTI—2-door hatchback, $9,350. **Power disk brakes** are standard.

Golf and GTI models are built in the U.S.

CABRIOLET—Convertible, $11,995. **Power disk brakes, radio** are standard. **Automatic transmission** is $435.

JETTA—2-door sedan (diesel), $7,950; 2-door sedan (gasoline), $8,150; 4-door sedan (diesel), $8,170; 4-door sedan (gasoline), $8,370; GL 4-door sedan (turbodiesel), $9,670; 4-door sedan (gasoline), $8,670; GLI 4-door sedan (gasoline), $10,190. **Power disk brakes** standard on all models. **Power steering** standard on GLI. **Automatic transmission** is $435 on gasoline-engine models.

SCIROCCO—Coupe, $9,980. **Power disk brakes** are standard. **Automatic transmission** is $435.

QUANTUM—GL 4-door sedan, $13,595. **Power steering, power disk brakes, radio** are standard. **Automatic transmission** is $450.

VANAGON—7-seater, $12,540; 9-seater, $12,590; GL 7-seater, $13,140; GL Syncro 7-seater (4-wheel-drive), $15,315; Camper $14,700; Camper Syncro (4WD), $16,875; GL Camper, $17,190; GL Camper Syncro (4WD), $19,335. **Power disk brakes** standard on all models. **Power steering** standard on GL and Syncro models. **Automatic transmission** is $450, not available on Syncro models.

Manual transmission is 4-speed on Vanagon models, 5-speed on all other models.

Prices do not include dealer prep fee of $35.

VOLVO

240 SERIES—DL 4-door sedan, $14,615; DL 5-door wagon, $15,105; GL 4-door sedan, $16,695; GL 5-door wagon, $17,280. **Power steering, power disk brakes, air conditioning** standard on all models. **Automatic transmission** is $455.

740 SERIES—GLE 4-door sedan, $18,525; GLE 4-door sedan (automatic), $18,980; GLE 5-door wagon, $19,750; GLE 5-door wagon (automatic), $20,205; GLE TD 4-door sedan (automatic), $20,095; GLE TD 5-door wagon (automatic), $21,320; Turbo 4-door sedan, $20,505; Turbo 4-door sedan (automatic), $20,960; Turbo 5-door wagon, $20,995; Turbo 5-door wagon (automatic), $21,450. **Power steering, power disk brakes, radio, air conditioning** standard on all models. GLE Turbodiesel sedan and wagon are not available in California.

760 SERIES—GLE 4-door sedan (automatic), $23,625; GLE Turbo 4-door sedan, $24,480; GLE Turbo 4-door sedan (automatic), $24,935; GLE Turbo 5-door wagon (automatic), $25,425. **Power steering, power disk brakes, radio, air conditioning** standard on all models.

Manual transmission models are 5-speed.

Prices include dealer prep fee.

YUGO

YUGO—3-door hatchback, $3,990. **Power disk brakes** are standard.

Price does not include dealer prep fee of $90. ■

Import total reaches 242 models

By John K. Teahen Jr.

Like prices and sales, the number of imported cars offered in the U.S. continues to rise.

The latest *Automotive News* tabulation shows that the leading imports have a total of 242 models in their lineups. That compares with 216 at this time a year ago.

The import count is still a long way from the domestic total of 320, but the foreign entries are gaining on the U.S.-built autos.

Combining import and domestic figures results in 562 selections for the new-car buyer to think about. Price mitigates that dilemma for the shopper; the Cadillac buyer isn't likely to spend much time in a Yugo showroom, and vice versa.

The number of import models has grown steadily in recent years. Here are the numbers since 1980:

March 1980	156
March 1981	181
March 1982	180
March 1983	188
March 1984	199
March 1985	216
March 1986	242

This year's 242 models are offered by 31 makes. New to the list are Yugo, Hyundai and Acura, the new Honda line that is not a part of the old Honda line. Two lines were dropped from the list of leading import makes for 1986: Bertone and Pininfarina.

The Japanese dominate the model count just as they dominate the import sales picture. Toyota is the leader with 28 models, followed by Subaru with 26 and Nissan with 24. Those three have one-third of the total number of import models.

It's the same story in country of origin. Japanese nameplates account for 142 of the 242 choices, followed by West Germany, 44; Sweden, 20; Italy, 14; France, 8; Great Britain, 8; South Korea, 5, and Yugoslavia, 1.

Although the numbers vary, there are similarities in the model mix for imported and domestic cars. It seems that the manufacturers on both sides of the ocean are reading the U.S. market the same way. Here are the numbers:

	Imports	Domestics
4-door models	98	119
2-door models	106	143
Convertibles	7	13
4-door wagons	31	45
TOTALS	242	320

Four-door sedans or hatchbacks make up 40 percent of the total for imports and 37 percent for domestics. Two-door models are the most popular for both — 44 percent for imports and 45 percent for domestics.

Convertibles account for 3 percent of the lineup for imports and 4 percent for domestics. There's also a one-point spread in station wagons — 13 percent for imports and 14 percent for domestics.

In both camps, hatchbacks are often called three- or five-door units, and wagons are referred to as five-door models. Only the side doors are counted in this tabulation. And sport models with removable hard tops are counted as coupes, not convertibles.

In counting import models, *Automotive News* uses the same criteria as in tabulating U.S. cars. A choice of transmissions (four-speed, five-speed or automatic) or a choice of engines (gasoline or diesel) does not necessarily constitute a separate model. And vans and sport/utility vehicles are excluded from the count for both imports and domestics.

Turbo units and four-wheel-drive cars are counted separately when they are priced that way. It is felt that they have enough differences in trim, equipment and mechanicals to merit the separate-model designation.

The U.S.-made models of Honda, Nissan, Renault and Volkswagen are not included in the import total. The VW Golf and GTI, the Renault Alliance and Encore, the Honda Accord and three Nissan Sentra two-doors are counted in the domestic total.

Another 13 import models are excluded from the count because of extremely low volume. They are Aston Martin, 4; Bentley, 3; Lamborghini, 2; TVR, 2; Lotus, 1, and Pininfarina, 1.

Passenger vans and sport/utility vehicles are not included in the car-model total. ■

MODELS OFFERED BY LEADING IMPORTS

(As of March 1, 1986)

	4-Door Models	2-Door Models	Convertibles	4-Door Wagons	1986 Totals	(Totals, March 1, 1985)
Alfa Romeo	0	2	2	0	4	(3)
Audi	6	1	0	2	9	(7)
Bertone#	0	0	0	0	0	(1)
BMW	7	3	0	0	10	(8)
Chevrolet Spectrum	1	1	0	0	2	(2)
Chevrolet Sprint	1	1	0	0	2	(1)
Colt (Dodge)	3	2	0	0	5	(5)
Colt (Plymouth)	3	2	0	0	5	(5)
Conquest (Dodge)	0	1	0	0	1	(1)
Conquest (Plymouth)	0	1	0	0	1	(1)
Ferrari	0	4	1	0	5	(4)
Honda*	1	8	0	2	11	(10)
Honda Acura	3	2	0	0	5	(0)
Hyundai	5	0	0	0	5	(0)
Isuzu	1	3	0	0	4	(2)
Jaguar	2	1	0	0	3	(3)
Maserati	2	2	1	0	5	(3)
Mazda	7	9	0	0	16	(14)
Mercedes-Benz	7	2	0	0	9	(9)
Merkur (Mercury)	0	1	0	0	1	(1)
Mitsubishi	5	7	0	0	12	(15)
Nissan*	5	13	0	6	24	(24)
Peugeot	4	0	0	3	7	(11)
Pininfarina#	0	0	0	0	0	(1)
Porsche	0	6	1	0	7	(5)
Renault*	0	0	0	1	1	(3)
Rolls-Royce	3	1	1	0	5	(5)
Saab	3	4	0	0	7	(6)
Subaru	7	12	0	7	26	(16)
Toyota	10	14	0	4	28	(31)
Volkswagen*	5	2	1	0	8	(8)
Volvo	7	0	0	6	13	(11)
Yugo	0	1	0	0	1	(0)
1986 TOTALS	98	106	7	31	242	
Totals (March 1, 1985)	85	95	9	27		(216)

#—Bertone and Pininfarina are not included among "leading import makes" for 1986.

*—U.S. built models of Honda, Renault and Volkswagen are omitted from the import model count; they are included in the U.S.-model tabulation. Those models are Honda Accord, three Nissan Sentra 2-doors, Renault Alliance and Encore and Volkswagen Golf and GTI.

The Truth about Youth

When it comes to selling small cars to people under 30, the domestics are on top

More than 100 domestic and imported car lines are sold in the U.S. And the car that attracts the youngest buyers is a domestic make. It's the Ford EXP with a median-buyer age of 24.8 years in the 1985 model year.

The accompanying table (*Median Buyer Age, 1985 Model Small Cars*) compares the median age of buyers of '85 models for the three largest domestic auto companies — General Motors, Ford Motor Co. and Chrysler Corp. — and the three leading importers — Toyota, Nissan and Honda — within four small-car segments (regular subcompact, sporty subcompact, regular compact, sporty compact). The data indicate that in these small-car markets, domestic and imported cars attract buyers of comparable age.

"Small and sporty lines with moderate prices attract young buyers," says Louis E. Lataif, vice president-sales operations, Ford North American Automotive Operations. "That's logical. Often single or newly married, pre-mortgage and pre-parenthood, these young buyers are more interested in style, image and price than in passenger capacity."

Young buyers are important buyers because their first cars often set a pattern of brand loyalty that lasts many years. "Manufacturers of almost every product seek the elusive youth market," says Lataif. "The rationale is to capture their loyalty early, then retain them as repeat buyers as they mature, marry, raise families and increase their incomes."

In the auto industry, young under-30 buyers are marginally the largest market, but they are constantly wooed by manufacturers for their current and, more importantly, their future purchases.

The under-30 market is a significant market, accounting for 25 percent of all cars bought in the U.S. (see accompanying chart, *1985 Model Year Car Purchases, Total Car Industry*). The under-30 group is slightly larger than any other age group, and it bought 2.8 million cars in the '85 model year. The second-largest buyer-age group is the 30-39 group with 2.5 million purchases.

The competition for these young buyers is intense in every industry, and perhaps even more intense in the auto industry. As the Europeans have, for all practical purposes, been shut out of the U.S. market for small sedans and entry-level sporty cars, the current competition is between the domestic and Japanese manufacturers.

Domestic makes, attracting the same age small-car buyers as imports do, attract more buyers through higher volumes. The two highest-volume import and domestic cars and their volumes of under-30 buyers are shown in an accompanying chart (*Highest Volume Cars, 1985 Model Year*).

In the small-sporty markets, domestic cars also have greater volumes and a higher share of under-30 buyers than imports do. (See accompanying chart *High-Volume Small-Sporty Cars.*)

Overall in the 1985 model year, of 2.8 million cars sold to under-30 buyers, domestics held 1.9 million and imports got 900,000.

If domestic makes are doing so well in the youth market, why is it generally believed that small imports attract the major share of younger buyers and domestic makes are being shut out of the entry-level market?

A Ford market analyst says it's because of the often-used by inadequate analysis that deals only with the median age of an automotive *corporation's* buyers. He says it is logical that GM and Ford, which sell hundreds of thousands of high-priced luxury cars, should have a higher corporate buyer-age than do Honda and Toyota, which do not sell those kinds of cars.

The Ford analyst says the correct measure of buyer age is among comparable car lines, not a comparison of corporation totals. As shown in the accompanying tables, similar domestic and import cars have buyers of the same age, yet domestics have higher volumes.

To accomplish their goal of selling to younger buyers, auto makers must first decide what younger buyers want — not just today, but three or four years from now, because that's how long it takes to get a car from the drawing board to the dealer showroom.

Naturally, not all young buyers are alike. But there are trends and generalities. Car size is important. Young buyers are most active in car-size segments ranging from the smallest subcompacts up through smaller mid-size lines, with considerable interest in sporty models.

This size limitation is reflected in the price paid for the car. Generally, larger cars are more expensive. Therefore, the younger buyer — mature in neither age nor income — is more active in the lower and mid-price ranges.

Sportiness is another factor. Small sporty cars attract even younger buyers than regular small cars. Many of these sporty models have a sporty image, but are not necessarily true sports cars.

High-content trim is another factor. The car may be small, but the paint stripes, wide tires and special wheels are often highly visible. And to some young buyers, money spent on a super stereo is more important than the convenience of an automatic transmission.

While young buyers want reliability, good road manners and good access to service in the cars they buy, the "personality" of the car is often important to them. Youth tends to be trendy within its own age group, but the age group as a whole wants to be different from older buyers.

Because the youth market is important, it is given special attention by auto makers. After all, many of today's young people will be buying cars for another 30 or 40 years. ■

Median Buyer Age, 1985 Model Small Cars

Car Line	Median Age
Regular Subcompact	
Escort	34.8
Chevette	35.1
Horizon	39.3
Corolla	35.4
Civic	34.2
Sentra	32.6
Regular Compact	
Tempo	41.8
Cavalier	33.5
Reliant	57.4
Camry	44.8
Accord	36.0
Stanza	37.6
Sporty Subcompact	
EXP	24.8
Fiero	29.1
Charger	30.6
Toyota MR2	34.3
Civic CRX	27.7
Pulsar NX	27.9
Sporty Compact	
Mustang	28.6
Camaro	28.4
Laser	30.9
Celica	30.9
Prelude	31.6
200 SX	29.4

1985 Model Year Total Industry Car Purchases

Age Group	Share	Purchases
Under 30	25%	2,764,000
30-39	23%	2,543,600
40-49	16%	1,769,500
50-59	14%	1,548,300
60 & Over	22%	2,433,100

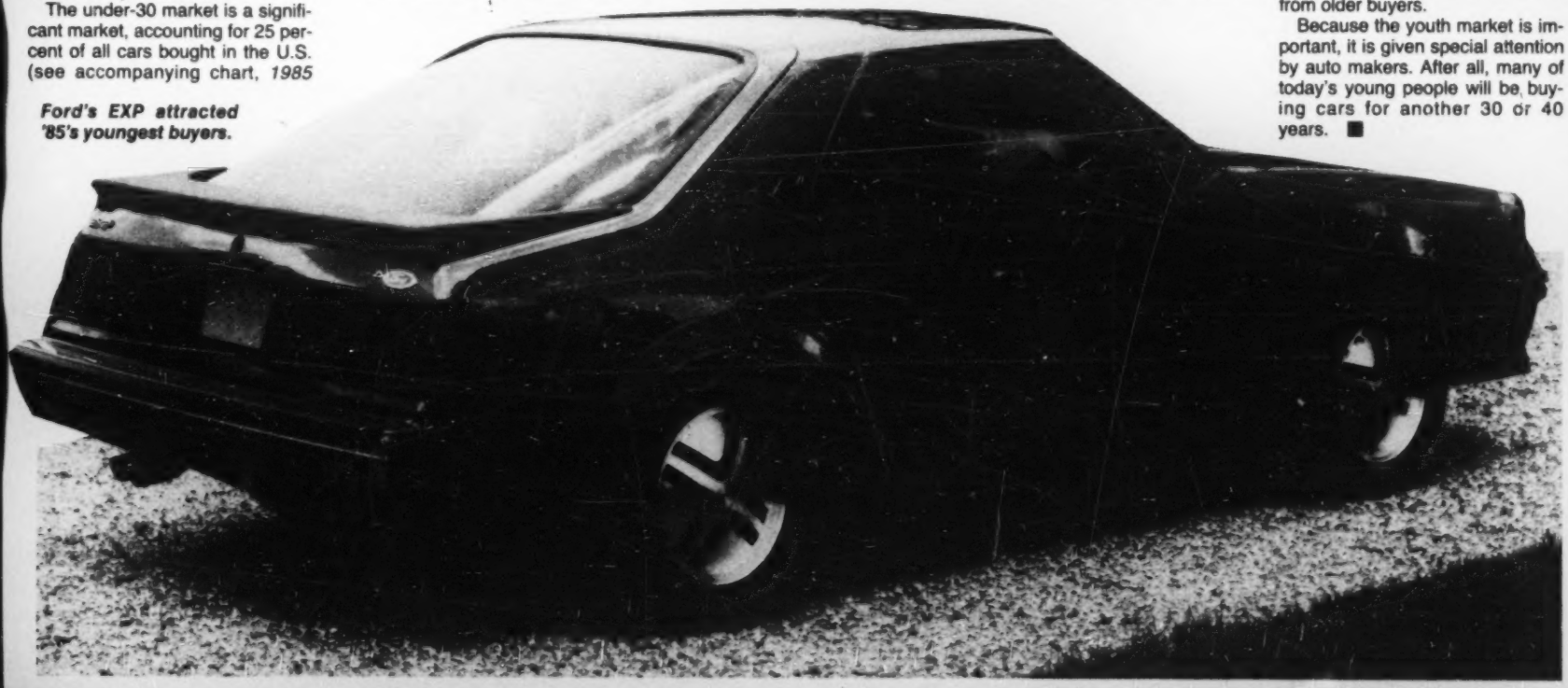
Highest-Volume Cars, 1985 Model Year

	'85 Model Sales	% Under-30 Buyers	Under-30 Volume
Domestic Car Line			
Cavalier	422,927	40%	169,200
Escort	410,978	36%	148,000
Import Car Line			
Accord	256,255*	33%	84,600
Civic	200,826	30%	60,200

*Includes U.S.-assembled Accords

High-Volume Small Sporty Cars

	'85 Model Sales	% Under-30 Buyers	Under-30 Volume
Domestic Car Line			
Camaro	206,082	56%	115,400
Mustang	159,741	56%	89,500
Import Car Line			
Celica	72,858	46%	33,500
Prelude	72,014	43%	31,000



Ford's EXP attracted '85's youngest buyers.

IMPORT VEHICLE TELEVISION ADVERTISING
1984-'85

	1984			1985			
	Network	Spot TV	Total TV	Network	Spot TV	Total TV	% Chng.
Toyota	$9,405,200	$44,366,700	$53,771,900	$16,236,100	$52,507,900	$68,744,000	+28
Nissan	33,880,400	32,899,900	66,780,300	25,244,000	36,804,800	62,048,800	-7
Volkswagen	8,963,100	12,070,200	21,033,300	24,667,300	10,668,600	35,335,900	+68
Mazda	18,365,200	2,091,000	20,456,200	27,431,800	3,882,200	31,134,000	+53
Honda	2,987,700	3,300,000	6,287,700	18,180,500	998,700	19,179,200	+205
Subaru	7,248,200	3,859,800	11,108,000	7,181,300	4,941,900	12,123,200	+9
BMW	1,920,700	4,689,700	6,610,400	8,450,800	2,866,700	11,317,500	+71
Mercedes-Benz	8,306,200	73,500	8,379,700	7,136,200	3,197,000	10,333,200	+23
Mitsubishi	0	8,368,800	8,368,800	0	9,303,700	9,303,700	+11
Isuzu	3,199,700	1,490,300	4,690,000	3,798,500	2,965,600	6,764,100	+44
Porsche	0	575,900	575,900	2,574,600	459,600	3,034,200	+427
Volvo	331,700	4,056,900	4,388,600	435,600	2,289,100	2,724,700	-38
Jaguar	0	445,500	445,500	0	1,444,800	1,444,800	+224
Saab	0	608,600	608,600	0	966,600	966,600	+59
TOTAL	$94,608,100	$118,896,800	$213,504,900	$141,336,700	$133,297,200	$274,633,900	+28.6

Source: Television Bureau of Advertising from Broadcast Advertisers Reports. Data includes cars, vans, trucks.

Importers boost '85 TV ad spending

By Edward Lapham

The nation's vehicle importers supported their U.S. marketing efforts by boosting TV ad spending 28.6 percent in the top 75 markets during the first nine months of 1985, according to the Television Bureau of Advertising.

The largest shot came from spending for network commercials, which rocketed 49.4 percent to more than $141 million in the January-September period last year, compared with expenditures of $94.6 million in the same period of 1984.

The biggest year-to-year spending increase, as reported by TVB from Broadcast Advertisers Reports (BAR) data, was Porsche, which boosted its TV ad spending by a whopping 427 percent. The BAR data showed Jaguar with the next largest increase — 224 percent — and Honda with a 205-percent spending hike.

According to the data, Toyota surpassed Nissan as the import big spender in the first three quarters of the year, with total network and spot TV expenditures of $68.7 million.

Nissan's TV spending total, as monitored by BAR, dropped 7 percent during the January-September period to just a little more than $62 million.

Mazda, with total TV ad expenditures of $31.1 million ranking it fourth overall, spent the most on network buys, with a budget heavily weighted toward national campaigns and away from regional buys on spot TV.

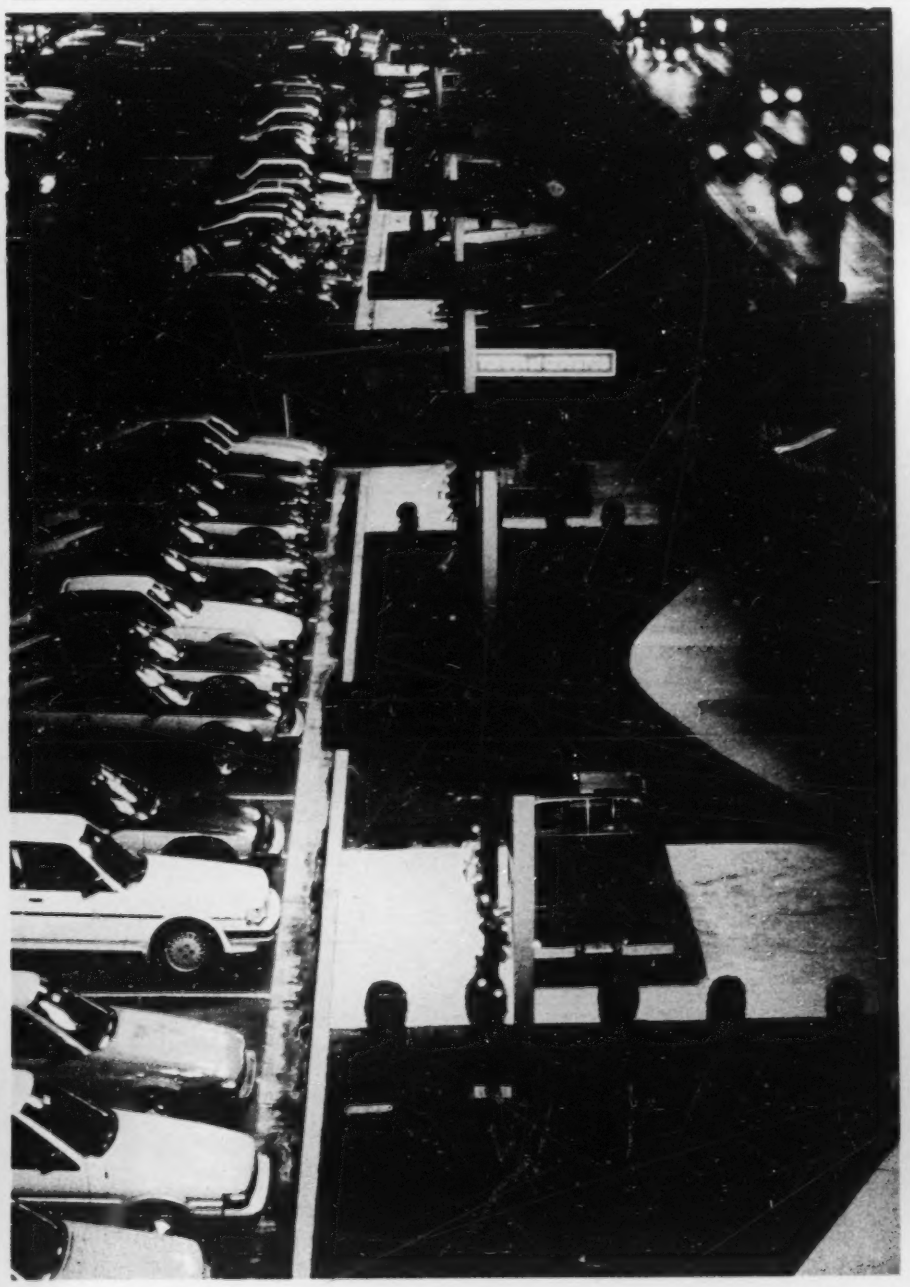
Toyota, which was outspent at the network level by both Mazda and Nissan, was far and away the biggest spot TV user, according to the BAR data.

In fact, Toyota was the only importer — except Isuzu, Jaguar and Saab which registered no network spending — to put more of its budget into regional spot TV buys.

According to the BAR data, Volvo's TV ad spending decreased 38 percent. However, sources at Volvo indicate its spending did not dip, as reported in the BAR data.

An industry source says a possible explanation for the discrepancy reported by Volvo and other importers is the random method of measurement used by BAR in most markets.

"The BARCUME monitors only three markets full-time — New York, Chicago and Los Angeles," the source says. "The other 73 are monitored one random week each month. That means some spot TV campaigns can be missed entirely." ■



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Big-Truck Showdown

With six more importers this year, and heavy overcapacity, U.S. big-truck manufacturers are on the defensive

By Joseph Bohn

Import competition in the U.S. isn't limited to cars and light trucks. Not by a long shot.

Last year alone, six more overseas manufacturers jumped into the U.S. big-truck market. Besides that, every U.S. truck maker has a deal going with an overseas source to sell imported units here.

These tumultuous actions, along with market deflation, are exerting extreme pressure on an already overcapacitized medium- and heavy-truck business in the U.S.

Class 8 truck manufacturing in the U.S. has production overcapacity of 50 percent, and some observers, including Peter E. Rupp, president and chief executive officer of Freightliner Corp., believe Class 8 will never again reach the approximately 140,000 units sold at retail in the U.S. last year.

Class 6 and 7, with about 145,000 retail deliveries last year, is also heavily overcapacitized.

As a result, manufacturers are scrambling to fill out product niches and improve their competitive position in order to weather the shakeout that inevitably will come.

PACCAR Inc., Bellevue, Wash., is the latest — and among the last — domestic companies to forge an overseas alliance. It signed a distribution agreement with Volkswagen do Brasil that will give it Class 6 and 7 trucks to sell for the first time, starting in November.

PACCAR initially will offer a 29,500-pound GVW Class 7 truck through Peterbilt and Kenworth dealerships this fall. A Class 6 truck will be offered one year later, and in the third phase a Class 7 tractor will be made available.

PACCAR's long-term goal is to capture 5 to 10 percent of the North American market. More Brazilian-built VW trucks will be added to its lineup in future years.

Hino Diesel Trucks sold about 1,000 units last year following its late spring introduction. Above is the medium-duty FE Series cabover.

OEM MARKET SHARES
U.S. CLASS 8 RETAIL SALES

	1981	1982	1983	1984	1985
Volvo White	4.9%	6.2%	6.6%	6.9%	8.8%
Ford	9.6%	12.5%	9.5%	9.0%	11.4%
Freightliner	9.7%	10.1%	13.4%	12.8%	13.5%
GM	13.2%	12.1%	9.8%	10.9%	8.7%
Int. Harvester	24.9%	23.4%	24.6%	23.0%	21.4%
Mack	17.0%	17.4%	15.4%	17.2%	17.7%
Kenworth	10.6%	9.6%	10.1%	9.8%	8.9%
Peterbilt	7.1%	7.8%	10.2%	10.0%	8.9%

VW do Brasil has been very successful in its home market, going from 2.8 percent penetration in 1979 to 22.7 percent of Classes 3, 6, 7 and the part of 8 in which it competes, according to Donald Dancey, executive vice president of VW do Brasil.

The company has been building 60 trucks a day — about 14,400 on an annual basis — and has the capacity, with proper investment, to get up to 130-140 daily production.

Navistar International and Nissan Diesel Motor Co. Ltd., Tokyo, have also signed an agreement for a new generation of Nissan-built cabover medium trucks to be sold by the U.S. firm. All of Navistar's 850 dealers in North America began marketing the new Class 6-7 models which recently went on sale.

1985 CLASS 8 RETAIL SALES

	Units	Market Share
IHC	28,523	21.4%
Mack	23,696	17.7%
Freightliner	18,054	13.5%
Ford	15,201	11.4%
Peterbilt	11,941	8.93%
Kenworth	11,830	8.85%
VWTC	11,773	8.81%
GM	11,632	8.70%
Other	931	0.69%
TOTAL	133,581	100%

Source: MVMA

Nissan plans eventually to export up to 3,000 units a year to Navistar, equal to about 15 percent of its entire output last year.

Neil A. Springer, president and chief operating officer of Navistar, says the new models will enable Navistar to maintain its full medium- and heavy-duty truck product line with competitive technology and low cost of ownership.

Nissan Diesel America Inc. entered the U.S. market in mid-1985 with a Class 7 cabover and an independent distribution system that now includes about 100 dealers.

Nissan Diesel's objective is to sell 4,000 to 5,000 trucks annually in the U.S. within five years. W.W. Hall, vice president and general manager, says the company wants to expand into lighter commercial vehicles, "Class 5 and perhaps as low as Class 3."

The company, Hall adds, might also explore the "baby Class 8" market, offering a tandem tractor with a downsized powertrain and GVW rating that can handle Class 8 requirements.

Nissan Diesel Motor Co., Japan, produces about 40,000 trucks a year from Class 3 to off-road units larger than Class 8. It exports worldwide.

Nissan will have to fight for a piece of the midrange action with such relative newcomers as Isuzu, Mitsubishi and various European makes, as well as Ford Motor Co. and General Motors.

Isuzu Truck of America Inc. is also using a dual distribution strategy. It has been setting up its own independent dealer network. Its Japanese parent company also sells similar midrange trucks through Chevrolet and GMC dealers. It is concentrating on specific classes like 3-5, but plans to expand into higher classes gradually.

Mitsubishi Fuso Trucks of America Inc. began selling Class 6 and 7 models early in 1986 in the Northeastern U.S., and is gradually expanding distribution nationally.

The company projects sales of more than 5,000 FK/FM medium-duty models and 5,000 FE light-duty models throughout the U.S. in the next several years.

The goal of Mitsubishi's Japanese parent company is to sell 7 percent of its production of commercial vehicles in the U.S. The

Continued on page E44

Isuzu to reorganize truck operations?

The Japanese aren't above improving their already efficient operations. Nor are they above using American companies to help them in those efforts.

Isuzu Motors Ltd., Japan, has begun combining its light- and heavy-truck operations into a single organization, according to industry sources. The effort is expected to take two to three years.

The company recalled Shinichi Yamayoshi, formerly president of Isuzu Truck of America Inc., to Japan and made him, in essence, assistant general manager of all truck sales and marketing activities in Japan, as part of a personnel shuffle concurrent with the reorganization.

Yamayoshi has been replaced at Isuzu Truck of America by S. Samomiya, formerly head of sales and marketing for North American operations within the Export Div. of Isuzu in Japan.

Yukio Itagaki continues as president of American Isuzu Motors Inc., parent organization of Isuzu's U.S. car and truck operations, and chairman of Isuzu Truck of America.

Yamayoshi's return to Japan came as a surprise to many Isuzu employes. Isuzu Truck of America has been extremely successful with its Class 3 products, some of which are also sold under different names by Chevrolet and GMC.

The Japanese parent firm reportedly enlisted the aid of New York-headquartered McKinsey & Co., management consultants, in its effort to streamline operations. McKinsey suggested a consolidation and streamlining of light- and heavy-truck sales and marketing operations.

McKinsey previously had helped General Motors streamline its sales and marketing functions.

How far Isuzu plans to carry its reorganization is not known, although the company has been a fast-tracker both in Japan and the U.S., where it sells compact pickups as part of its auto operations and, separately, one-ton vehicles like the NPR.

Isuzu Truck of America plans to expand gradually its U.S. vehicle offerings into the upper ranges of the medium-duty market over the next several years. ■

— J.B.

Isuzu's Class 3 trucks, like the NPR (above), have been very successful in the U.S.

Mitsubishi Fuso FK and FM Series medium-duty diesel trucks became available in Northeastern U.S. markets in January. Gradually, distribution will expand nationally.

BIG-TRUCK SHOWDOWN

Continued from page E42

parent firm builds about 125,000 commercial vehicles a year, of which almost 30,000 are FK and FM units.

Mitsubishi is also building a strong independent U.S. dealer network, and company officials are considering expanding the U.S. Mitsubishi commercial truck line into heavier vehicles.

Hino Diesel Trucks (U.S.A.), Orangeburg, N.Y., sold about 1,000 units last year, following its late-spring introduction. T.E. (Terry) Timms, sales operations manager, expects to increase that by 20 to 25 percent this year

Hino has a "horseshoe" distribution pattern of more than 70 dealers, and is working toward the Midwest, after covering the Southern, Eastern and Western markets.

Hino sells 25,500-, 30,000- and 32,900-pound GVW models, and a new 20,000-pound GVW model which went on sale in late January. It also sells an SG Class 7 tractor for a fifth wheel, rated at 55,000 pounds GVW.

Hino's goal is to sell 5,000 trucks a year in the U.S. by 1990. Next year the company plans a Class 8 vehicle, and it expects to enter Class 4 and 5 in the following two years.

Saab-Scania established a very limited dealer network to distribute its Scania heavy diesel tractors in the Northeastern U.S. in 1985. It plans to expand further South this year, according to Hans Doennig, manager of Scania Truck Division, U.S. arm of the Orange, Conn.-based company handling truck distribution.

Scania is a producer of heavy trucks, and officials have no intention of diversifying into lighter models. The company is expected to sell fewer than 200 big trucks this year, and is expanding slowly.

Ford began importing its medium-duty Cargo line from Brazil last fall, will gradually move the import into larger classes in the medium segment and eventually into the low end of the heavy segment. Its goal is to sell 80,000 Cargos yearly by 1988-'89.

Sooner or later, something — or someone — will have to give. But no one's taking bets yet on who the survivors of all this competition will be.

Profitability and survival are everyone's key goals. U.S.-based manufacturers will clearly feel the heat more than foreign competitors for whom the U.S. is just one more export market.

However, the growth of foreign trucks and foreign distribution in the U.S. is assured. ■

Volvo chalks up 42,000 Class 8 sales worldwide

The world market for heavy-duty Class 8 trucks rose about 3 percent in 1985 to a total of more than 400,000, according to Thage Berggren, president and chief executive officer of Volvo White Truck Corp., based in Greensboro, N.C.

Swedish-based AB Volvo itself had worldwide sales of 42,000 Class 8 vehicles, down slightly from 42,200 in 1984. Its world market share is just over 9 percent.

Volvo ranks third in the Class 8 market behind the West German-based Daimler group, which includes Mercedes-Benz and Freightliner, and second-place Renault group, which includes Renault and Mack.

In Western Europe, Class 8 sales increased by 2 percent in 1985, and Volvo increased its market share to about 14.5 percent, according to Berggren. The company picked up market share in France, Belgium, Italy and West Germany, but slipped in Great Britain and Sweden.

Brazil's economic recovery resulted in an increase of about 30 percent in heavy-duty truck sales last year. Deliveries from Volvo do Brazil's plant in Curitiba increased by 77 percent, and Volvo's share of Brazil's Class 8 market reached 27 percent.

During 1985 the company increased its ownership of Volvo do Brazil, and the firm is now a subsidiary of AB Volvo.

Heavy-truck sales in Australia climbed 40 percent last year. Volvo, with 13 percent of the market, is the second-best selling nameplate in Class 8.

The Middle East, Berggren says, "has proven to be a nightmare for many truck manufacturers." Total market demand there is down 40 percent since the early 1980s. Volvo delivered 3,000 Class 8 vehicles to the region last year.

Volvo's common denominator in all these markets, Berggren says, is production. The company believes a manufacturing presence is required in order to be truly successful in major markets.

AB Volvo's sales in 1985 totaled $11 billion including cars, trucks, oil and food products. Food and industrial product sales increased 11 percent, while energy sales were off because of a general decline in that market. ■

— J.B.

According to Thage Berggren, Volvo White president, a manufacturing presence is essential to be successful in major markets.

IMPORT 1986-MODEL LIGHT-DUTY TRUCK SPECIFICATIONS

As of March 1, 1986

Make and Model	Dimensions and Capacities										Standard Engine					
	Wheelbase (in.) Standard	Wheelbase (in.) Maximum	Overall Length (in.) Standard	Overall Length (in.) Maximum	Width (in.)	Height (in.)	Gross Vehicle Weight (lbs.)	Payload (lbs.) Range	Wheel diameter (in.)	Fuel Tank (U.S. gals.)	Type	Displacement (liters/cu. in.)	Carburetion	Horsepower	4 WD Availability	Optional Engine
NISSAN Pickup	104.3	116.1	174.2	190.0	65.0	62.0	4,400-5,100	1,000-1,400	14	15.9	4	2.4/146	ER	106	X	3.0/180.6, EFI, V-6
King Cab Pickup	116.1	—	190.0	—	65.0	62.4	4,400-5,100	1,400-	14	15.9	4	2.4/146	ER	106	X	3.0/180.6, EFI, V-6
DODGE Ram 50	109.4	—	184.6	—	65.0	60.6	4,067-4,683	-1,630	14	18.0	4	2.0/122	2V	90	X	2.6/156
ISUZU P'up	104.3	117.9	174.4	191.5	63.0	59.3	3,550-4,550	1,035-1,600	14	13.2	4	2.3/137	2V	96	X	2.2/136 (turbodiesel)
Trooper	104.3	—	174.2	—	65.0	70.1	4,300-	1,222-	15	21.9	4	2.3/137	2V	96	X	2.2/136 (turbodiesel)
MAZDA B2000	108.7	117.5	177.6	193.7	65.7	61.9	4,175-	1,400-	14	14.8	4	2.0/122	2V	80		None
MITSUBISHI Pickup	109.4	109.8	184.4	—	65.5	57.5	4,062-4,396	1,435-1,620	14	18.0	4	2.0/122	2V	88	X	2.6/156
Montero	92.5	—	157.3	—	66.1	70.9	4,310-4,359	1,050-	15	15.9	4	2.6/156	2V	105	X	None
TOYOTA Pickup	103.0	112.2	174.6	186.2	63.8	60.8	4,400-5,500	1,400-2,500	14	17.2	4	2.4/144	2V	103	X	2.0/122 ER turbo; 2.4/144 ER; 2.4/149 (diesel and td)
4Runner	103.0	—	174.6	—	66.5	66.1	4,800-	700-	15	14.8	4	2.4/144	ER	116	X	2.0/122, turbocharged, ER
Vans (LE, Deluxe, Cargo)	86.0	—	175.4	—	65.7	70.1	4,480-5,020	1,500-2,000	14	15.9	4	2.2/135	ER	101		None
VOLKSWAGEN Vanagon	96.9	—	179.9	—	72.6	77.2	5,200-	1,578-1,904	14	15.9	4	2.1/129	ER	95	X	None
SUZUKI Samurai	79.9	—	135.0	135.4	60.2	65.6	2,932	805-938	15	10.6	4	1.3/80.8	2V	64	X	None

NOTE: This table has been compiled from information supplied by factories, distributors and other direct sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

used-car auction directory

MINNESOTA

WEDNESDAY 12 NOON SALE DAY
March 12—Giant Truck Sale
March 13—Thurs., 5 PM Sharp, Fleet & Lease Sale. Complimentary Buffet, 4 PM
March 19—Chrysler Factory Sale, 11 AM followed by Imports
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TEXAS

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WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

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factories list auction dates

American Motors

March 11—D-A Auto Auction, New Stanton, Pa.

March 12—Kansas City Auto Auction, Kansas City, and Columbus Fair Auto Auction, Obetz, Ohio

March 13—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa., and Fredericksburg Auto Auction, Fredericksburg, Pa.

March 18—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

March 19—Metro Milwaukee Auto Auction, Caledonia, Wis., and Mid-States Auto Auction, South Bend

March 20—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

March 21—Floyd Hauhe Auto Auction, Bridgeton, Mo.

March 25—D-A Auto Auction, New Stanton, Pa.

March 26—Kansas City Auto Auction, Kansas City, and Columbus Fair Auto Auction, Obetz, Ohio

Chrysler Corp.

March 11—Hatfield Auto Auction, Hatfield, Pa., and NuCar-Prep System, Sante Fe Springs, Calif.

March 12—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Columbus, Ohio; Dallas Auto Auction, Grand Prairie, Tex., and South Seattle Auto Auction, Kent, Wash.

March 13—Fredericksburg Auto Auction, Fredericksburg, Va.

March 14—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

March 12—Concord Auto Auction, Acton, Mass., and Salt Lake Auto Auction, Salt Lake City

March 13—Dallas Auto Auction, Grand Prairie, Tex.; Arena Auto Auction, Chicago; Southwest Auto Auction, Phoenix, and Atlanta Auto Auction, Red Oak, Ga.

March 19—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

March 20—Aptco Auto Auction, Taylor, Mich.; Denver Auto Auction, Englewood, Colo.; Skyline Auto Exchange, Fairfield, N.J., and 166 Auto Auction, Springfield, Mo.

March 25—South Seattle Auto Auction, Kent, Wash.

March 26—Columbus Fair Auto Auction, Obetz, Ohio; Concord Auto Auction, Acton, Mass., and Clanton's Auto Auction, Darlington, S.C.

General Motors

March 11—Florida Auto Auction of Orlando, Ocoee, Fla., and Denver Auto Auction, Englewood, Colo.

March 12—Brasher's Southern California Auto Auction, Fontana, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

March 13—Nashville Auto Auction, Nashville, and 166 Auto Auction, Springfield, Mo.

March 18—Southern Auto Auction, East Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

March 19—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis

March 20—Butler Auto Auction, Gibsonia, Pa., and Big H Auto Auction, Houston

Used Car Sales
Auction Averages

March to date	$4,821
Month ago	$4,729
Year ago	$4,782

Model Breakdown
Auction Averages

	MAR 1986	FEB 1986	JAN 1986
1986	$10,242	$10,050	$9,799
1985	$8,863	$8,655	$8,999
1984	$6,162	$6,158	$5,943
1983	$5,227	$5,232	$5,296
1982	$4,131	$4,089	$4,136
1981	$3,346	$3,382	$3,163
1980	$2,582	$2,478	$2,482
1979	$2,325	$2,348	$1,954
Overall Average	$4,821	$4,811	$4,691

Mazda scholarship

Don Brown, a junior at Northwood Institute, Midland, Mich., receives a $1,000 Mazda scholarship from Martha Fuce, dean of students. Since 1982, Mazda has awarded three $1,000 scholarships to qualified Northwood students majoring in automotive studies.

Toyota forms U.S. unit to sell industrial engines

TORRANCE, Calif.—Toyota Motor Sales, U.S.A., has formed Toyota Industrial Engine Operations to direct the sale of Toyota engines in the U.S. industrial market.

The new group will market Toyota gasoline and diesel engines to manufacturers of marine, agricultural, construction, turf-care, refrigeration and other industrial equipment. Initially, the engines will range from 30 HP to 200 HP.

GE Credit adds auto auctions in Colorado, Virginia

BARRINGTON, Ill.—General Electric Credit Corp. (GECC), through its Auto Financial Services Operation, has acquired the Denver Auto Auction, Englewood, Colo., and the Harrisonburg Auto Auction, Harrisonburg, Va.

The Auto Financial Services Operation auctions will be known as General Electric Credit Auto Auctions. Denver and Harrisonburg are the second and third in a planned series of auction purchases by GECAA.

GECAA purchased the South Seattle Auto Auction, Kent, Wash., in 1985.

GECAA plans to buy a 60-acre site in the Denver area and develop it into a full-service auction facility.

In the interim, the auction will continue to operate from the Englewood site, according to Fredrick W. McConkey, GECAA senior vice president of operations and marketing. Gary Smith serves as vice president and general manager at Denver.

The Harrisonburg Auto Auction, with Jim Wheatley as vice president and general manager, operates on a 60-acre site and is currently completing a major expansion.

Auctioneers graduate

HIGH POINT, N.C.—The Mendenhall School of Auctioneering graduated 62 students from 16 states in its most recent class.

Auto sales

Domestic sales weak; imports up for Feb.

By Jenny L. King
Detroit Reporter

Dragged down by a 25.56-percent sales drop the final period of the month, February domestic new-car sales missed the year-ago mark by almost 32,000 units and kept the year-to-date total 1.87 percent short of 1985's two-month figure.

Imported-car sales, up 25 percent February to Feb y, captured 26.37 percent o. the market, up from 24.90 percent in 1985 but off from 27.18 percent in January.

Industrywide sales numbered 832,993 for the month, down 7.33 percent from 839,148 last year.

Domestic deliveries totaled 613,371, down from 645,317 last year. The import count was 219,622, up from 193,831.

At the end of two months the grand total was up 1.91 percent, to 1,706,178 from 1,674,158. Domestics, at 1,249,275 were down 1.87 percent from 1,273,092, and imports, at 456,903 were up 13.92 percent from 401,066.

Domestic sales apparently were hurt by the changeover from the late-1985 incentive plans to the most recent round of low interest rates and rebates put in place during the final 10-day period.

Honda and General Motors were the only domestic makers to post sales gains in February. Honda sales were up 9.71 percent, to 14.637 from 13,342. GM surpassed its year-ago total by a narrow margin: Sales were up 1.43 percent to 351,587 from 346,616.

Ford Motor Co. reported sales of 146,898 domestic cars, down 11.96 percent from 166,862. Chrysler Motors was down 21.38 percent, to 80,322 from 102,162.

Volkswagen sales dropped 5.82 percent for the month, to 5,873 from 6,236 last year. American Motors was off 28.60 percent, to 7,211 from 10,099. Nissan sales numbered 6,843 in February.

GM's share of the domestic market catapulted to 57.32 percent from 53.71 percent. Ford earned 23.95 percent, down from 25.86 percent. Chrysler had 13.10 percent, down from 15.83 percent.

AMC dropped to 1.17 percent from 1.56 percent. VW had 0.96 percent, down from 0.97 percent. Honda climbed to 2.39 percent from 2.07 percent, and Nissan had 1.11 percent of the recent February market.

Sales increases among the domestic makes were few and far between. Cadillac was up 11.94 percent, Oldsmobile was up 8.62 percent, Chevrolet was up 2.62 percent and Pontiac was up 7.76 percent. Honda was the only non-GM make with a plus sign, its sales up 9.71 percent in February.

Plymouth was down 25.57 percent; Chrysler was down 6.99 percent; Dodge was down 27.12 percent; Ford was down 8.99 percent; Mercury was down 15.16 percent, and Lincoln was down 24.48 percent.

Buick sales were off 16.32 percent; AMC was down 40.73 percent; Renault was down 27.00 percent, and VW was down 5.82 percent.

There were 24 selling days in the month this year and last. The daily selling rate this February was 25,557, down 4.95 percent from 26,888.

Import sales in February, up to 219,622 from 193,831, included records for BMW, Isuzu, Jaguar, Mazda, Mercedes-Benz, Mitsubishi, Saab, Subaru and Volvo.

BMW sales were up 5.93 percent; Honda imports were up 14.17 percent; Isuzu sales more than doubled; Mazda was up 37.32 percent; Mercedes was up 19.80 percent; Mitsubishi was up 92.94 percent; Porsche was up 25.38 percent; Saab was up 23.69 percent; Subaru was up 18.96 percent; VW was up 25.10 percent, and Volvo was up 4.42 percent.

Toyota sales dropped 7.33 percent, and Nissan was down 15.84 percent. Audi was down 1.08 percent, Peugeot was down 4.69 percent and Renault was down 54.52 percent.

The market class breakout showed intermediates, at 27.85 percent, the largest single market segment in February. Imports were second with 26.37 percent of the total, followed by compacts at 16.50 percent, subcompacts at 14.01 percent, luxuries at 8.13 percent and standards at 7.14 percent.

Excluding imports the market was divided in this manner—Intermediates at 37.82 percent, compacts at 22.42 percent, subcompacts at 19.03 percent, luxuries at 11.04 percent and standards at 9.69 percent.

Third-period domestic sales plunged 25.56 percent, to 187,092 from 251,335. It was the lowest for the period since 1983 when Feb. 21-28 sales numbered 173,757. With seven selling days both years, the daily average was off 25.56 percent to 26,727 from 35,905.

GM's third-period sales dropped 19.22 percent. Ford sales plunged 39.43 percent. Chrysler was off 35.33 percent. AMC slipped 28.63 percent. VW was down 14.88 percent and Honda was up 10.12 percent.

GM's share of the last-period market was 55.53 percent. Ford had 21.25 percent. Chrysler earned 14.71 percent. AMC cornered 1.82 percent. VW had 1.46 percent, Honda had 3.85 percent and Nissan had 1.38 percent.

Where auto market was, February, 1986

	Total Sales	Pct. of Total
SUBCOMPACT	116,719	14.01%
COMPACT	137,480	16.50%
INTERMEDIATE	231,982	27.85%
STANDARD	59,454	7.14%
LUXURY	67,736	8.13%
IMPORT	219,622	26.37%
TOTAL	832,993	100.00%

U.S. CAR SALES BY MARKETING UNITS

	February, 1986	February, 1985	2 Mos., 1986	2 Mos., 1985
Chevrolet	131,434	122,698	270,590	256,773
Ford	99,337	109,155	200,940	209,672
Oldsmobile	85,948	79,125	176,133	167,268
Buick	60,157	72,560	120,873	142,438
Pontiac	59,847	55,537	133,787	108,938
Honda	48,443	42,952	98,724	92,256
Toyota	39,998	43,161	85,283	86,113
Nissan	37,554	36,493	80,894	78,923
Mercury	37,511	42,950	74,849	80,675
Dodge	35,547	44,229	69,581	80,708
Plymouth	31,409	38,250	64,194	69,454
Chrysler	24,597	26,446	44,276	51,592
Cadillac	23,951	21,397	46,736	42,890
VWoA	20,805	19,159	42,744	40,281
Mazda	19,448	14,163	38,441	26,242
Subaru	14,891	12,518	12,518	23,919
Lincoln	11,338	15,013	22,852	27,669
AMC-Renault	9,881	10,774	14,257	21,590
Volvo	9,043	8,660	21,123	18,716
Mercedes	7,459	6,226	15,067	12,146
BMW	6,502	6,138	12,546	11,577
Mitsubishi	4,758	2,466	8,848	5,698
Isuzu	4,129	1,849	7,013	4,262
Saab	3,284	2,655	6,448	5,545
Porsche	2,129	1,698	3,862	3,775
Jaguar	1,673	1,419	2,684	2,268
Peugeot	1,077	1,130	2,113	2,169
Yugo	1,736	0	4,570	0
Hyundai	588	0	588	0
Alfa Romeo	297	252	701	637
Maserati	137	75	262	226
TOTAL	832,993	839,148	1,706,178	1,674,158

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi and Porsche through Aug. 31, 1984. Porsche figures began Sept. 1, 1984. Nissan includes Sentras built in the U.S. Mercury includes Merkur.

IMPORTED CAR SALES

	February, 1986	February, 1985	2 Mos., 1986	2 Mos., 1985
Alfa Romeo	297	252	701	637
Audi	4,664	4,715	9,777	10,086
BMW	6,305	6,138	12,349	11,577
Chevrolet Spectrum	5,104	3,341	9,867	6,089
Chevrolet Sprint	5,094	1,360	10,312	2,822
Dodge Colt	4,309	2,618	8,996	5,570
Dodge Conquest	244	208	461	426
Dodge Vista	1,296	654	2,557	1,311
Honda	33,806	29,610	70,824	65,548
Hyundai	588	0	588	0
Isuzu	4,129	1,849	7,013	4,262
Jaguar	1,673	1,419	2,684	2,268
Maserati Biturbo	137	75	262	226
Mazda	19,448	14,163	38,441	26,242
Mercedes-Benz	7,459	6,226	15,067	12,146
Merkur	1,288	256	2,363	392
Mitsubishi	4,578	2,466	8,848	5,698
Nissan	30,711	36,493	68,048	78,923
Peugeot	1,077	1,130	2,113	2,169
Plymouth Colt	4,017	2,415	8,299	5,328
Plymouth Conquest	202	186	434	396
Plymouth Vista	1,163	682	2,355	1,301
Porsche	2,129	1,698	3,862	3,775
Renault	307	675	657	1,504
Saab	3,284	2,655	6,448	5,545
Subaru	14,891	12,518	31,631	23,919
Toyota	39,998	43,161	85,283	86,113
Volkswagen	10,268	8,208	20,773	18,077
Volvo	9,043	8,660	21,123	18,716
Yugo	1,736	0	4,570	0
TOTAL	219,622	193,831	456,903	401,066

e—Estimate.

DOMESTIC CAR SALES

	Feb. 21 to Feb. 28, 1986	Same Period, 1985	February, 1986	Same Month, 1985	Jan. 1 to Feb. 28, 1986	Same Period, 1985
Alliance	0	2,916	5,134	5,616	9,391	11,250
Encore	0	1,312	1,383	3,312	2,593	6,287
Total Renault	0	4,228	6,517	8,928	11,984	17,537
Eagle	0	551	694	1,171	1,616	2,549
Total AMC	0	551	694	1,171	1,616	2,549
AMERICAN MOTORS	3,411	4,779	7,211	10,099	13,600	20,086
Horizon	2,426	5,107	6,673	12,524	12,781	19,701
Turismo	1,238	2,877	3,615	7,377	6,933	11,133
Reliant	4,024	4,223	11,886	10,295	26,037	22,510
Caravelle	1,102	1,179	2,835	3,065	5,226	6,019
Plymouth	335	777	1,218	1,706	2,129	3,066
Total Plymouth	9,125	14,163	26,027	34,967	53,106	62,429
Laser	430	2,637	1,364	5,162	3,568	8,618
LeBaron K	2,871	2,884	8,519	6,903	15,913	13,823
LeBaron GTS	2,287	1,242	5,921	3,096	10,457	6,247
Fifth Avenue	1,741	2,610	5,523	6,993	10,678	14,283
E-Class	0	1,863	0	4,292	0	8,621
New Yorker	1,063	0	3,270	0	7,228	0
Total Chrysler	8,392	11,236	24,597	26,446	47,844	51,592
Omni	2,039	4,025	6,041	9,695	11,283	15,653
Charger	1,369	3,036	3,864	7,649	7,413	11,862
Daytona	618	2,588	1,821	4,738	4,522	7,857
Aries	2,702	3,561	8,479	8,809	16,687	18,770
Lancer	1,543	902	4,063	2,628	6,996	4,898
Dodge 400-600	0	0	0	1,215	0	3,012
Diplomat	491	1,136	1,692	2,637	3,381	5,434
Dodge 600	1,247	1,916	3,736	3,378	7,285	5,915
Total Dodge	10,009	17,164	29,698	40,749	57,567	73,401
CHRYSLER CORP.	27,526	42,563	80,322	102,162	158,517	187,422
EXP	0	1,142	0	2,932	0	5,841
Escort	7,650	10,383	29,466	29,539	59,611	58,540
Mustang	3,315	4,686	11,320	12,711	22,709	25,693
Tempo	5,710	12,549	22,774	25,874	47,333	45,735
Taurus	3,542	0	10,366	0	18,569	0
Thunderbird	3,152	4,148	12,719	10,831	25,884	21,813
LTD	1,027	5,546	3,987	14,644	9,153	28,544
Crown Victoria	2,626	4,926	8,705	12,624	17,681	23,506
Total Ford Division	27,022	43,380	99,337	109,155	200,940	209,672
Lynx	1,305	2,112	5,560	6,276	11,664	11,889
Topaz	1,281	3,295	5,652	7,063	11,267	12,739
Sable	1,691	0	4,966	0	8,420	0
Cougar XR-7	2,183	3,488	10,137	3,488	20,434	12,087
Capri	263	485	896	1,360	1,787	2,641
Marquis	484	2,916	1,780	8,031	4,082	14,811
Grand Marquis	2,133	4,406	7,232	10,656	14,832	20,296
Total Mercury	9,340	16,702	36,223	42,694	72,486	80,283
Continental	400	1,083	1,406	3,215	2,863	6,330
Lincoln	2,594	3,604	8,550	9,528	17,247	17,439
Mark VII	398	867	1,382	2,270	2,742	3,900
Total Lincoln	3,392	5,554	11,338	15,013	22,852	27,669
Total L-M Division	12,732	22,256	47,561	57,707	95,338	107,952
FORD MOTOR COMPANY	39,754	65,636	146,898	166,862	296,278	317,624
Skyhawk	1,837	3,001	4,227	6,972	8,306	13,579
Skylark	0	4,056	0	10,049	0	18,702
Somerset Regal	3,047	3,285	10,465	7,001	21,952	14,522
Century	6,623	7,020	20,325	17,586	41,198	34,138
Regal	2,968	3,093	8,810	8,699	15,589	17,677
LeSabre	2,096	4,901	5,222	12,318	9,801	25,243
Electra	4,650	2,763	10,427	5,305	21,321	9,704
Riviera	436	2,034	1,240	4,620	2,706	8,873
Total Buick	21,677	30,153	60,716	72,560	120,873	142,438
Cimarron	484	526	1,338	1,376	2,722	2,466
Seville	343	744	1,001	2,105	2,249	4,470
Cadillac	5,665	4,529	20,081	13,211	38,405	26,247
Eldorado	473	1,706	1,531	4,705	3,360	9,707
Total Cadillac	6,965	7,505	23,951	21,397	46,736	42,890
Chevette	1,846	3,482	4,650	10,136	10,275	23,874
Nova	2,903	0	13,333	0	27,371	0
Cavalier	8,615	10,136	35,459	28,745	74,231	61,892
Citation	61	2,562	189	6,163	412	12,501
Camaro	3,833	5,812	10,468	15,475	20,350	32,712
Celebrity	8,543	8,816	31,629	25,682	68,103	52,127
Monte Carlo	2,299	3,346	6,805	8,936	13,896	17,003
Chevrolet	5,548	7,508	16,713	20,242	32,115	42,105
Corvette	735	1,106	1,879	2,618	3,858	5,648
Total Chevrolet	34,383	42,768	121,125	117,997	250,411	247,862
Firenza	737	1,290	2,287	3,691	4,964	9,439
Calais	2,833	2,921	7,839	8,142	15,474	16,585
Cutlass Ciera	6,457	7,948	28,690	24,575	60,324	49,739
Cutlass Supreme	4,496	5,229	20,333	15,516	42,999	34,137
Olds 88	3,968	5,778	12,083	18,336	23,665	34,476
Olds 98	4,205	3,076	13,697	8,270	26,465	16,648
Toronado	297	902	1,019	2,595	2,242	6,244
Total Oldsmobile	22,993	27,144	85,948	79,125	176,133	167,268
Fiero	1,423	2,715	5,181	6,362	11,304	11,846
1000	440	640	1,281	1,797	3,330	3,826
Sunbird	2,096	3,027	8,396	6,137	19,846	16,002
Phoenix	0	41	0	41	0	896
Firebird	1,863	2,798	5,283	7,284	12,618	14,265
Grand Am	4,228	2,693	12,964	7,451	28,526	14,922
6000	3,629	4,053	12,129	10,818	29,011	20,610
Bonneville	957	1,571	4,161	4,414	8,848	8,165
Grand Prix	974	1,730	3,841	4,582	8,549	8,634
Parisienne	2,270	1,777	6,589	4,651	11,753	9,772
Total Pontiac	17,880	21,045	59,847	55,537	133,787	108,938
GENERAL MOTORS	103,898	128,615	351,587	346,616	727,940	709,396
VOLKSWAGEN	2,734	3,212	5,873	6,236	12,194	11,856
HONDA	7,191	6,530	14,637	13,342	27,900	26,708
NISSAN	2,578	0	6,843	0	12,846	0
DOMESTIC TOTAL	187,092	251,335	613,371	645,317	1,249,275	1,273,092
IMPORT TOTAL			219,622	193,831	456,903	401,066
INDUSTRY TOTAL			832,993	839,148	1,706,178	1,674,158

Strike vote OK'd at GM Orion plant

UAW workers at General Motors' assembly plant in Orion Township, Mich., have voted to seek strike authorization from the international UAW due to work-speed increases and safety hazards, according to the local union.

About 90 percent of the 3,402 members of UAW Local 5960 voting March 5 approved the strike vote, according to President Bill Spencer. Half of the union's membership of approximately 6,800 voted.

Spencer said meetings with plant management are expected to be held this week to discuss the strike vote issues. A decision to ask the international UAW to authorize a strike will depend on the outcome of those meetings, Spencer said.

Spencer said 125 of the 520 grievances pending at the plant were related to work-speed increases.

Spencer charged that the strike vote issues were the "tip of the iceberg." He claimed that "deep-running problems" exist at the plant and that management and the union have been unable to implement joint job-related programs.

"We still have not implemented quality-of-work-life programs at Orion," Spencer claimed.

GM declined comment on the strike vote, terming it an internal union matter.

A spokesman for the Buick-Oldsmobile-Cadillac Group said, "All of our installations in BOC are following a philosophy of participatory management."

The plant assembles Cadillac DeVille and Fleetwood and Oldsmobile Ninety-Eight Regency models.

VWoA and UAW move forward on new pact

Negotiators for Volkswagen of America and an estimated 3,200 UAW workers at VW plants in Pennsylvania and West Virginia appeared to be reaching a tentative contract settlement at press-time.

Contracts covering workers at those plants expired at 12:01 a.m. today (March 10).

Negotiations aimed at reaching an agreement to cover workers at those plants and an additional VW plant in Texas were held in Detroit last week. A contract covering 350 UAW workers at VW's air conditioning plant in Fort Worth expires March 31.

There are 2,500 UAW workers at VW's assembly plant in Westmoreland County, Pa. Approximately 1,680 others are laid off. There are 730 active employes at VW's metal stamping plant in South Charleston, W.Va.

VW in September, 1985 announced it would phase out the West Virginia stamping plant within two years. It is trying to sell the plant.

Day named chairman of Britain's BL

LONDON.—Britain's BL has appointed a new, full-time chairman—Graham Day, chairman of British Shipbuilders.

Day, a Canadian, replaces a part-time BL chairman, Sir Austin Bide, who is retiring.

Production

February auto production is 702,698, best since '79

By Kathy Boyer
Detroit Reporter

U.S. auto production of 702,698 units in February was the highest for that month since 1979, when 738,808 cars were assembled.

Last month's total was 4.31 percent more than the year-ago month's 673,636 but 7.31 percent below January's 758,107.

Last week's scheduled production was the highest of any week this year.

The total of 182,056 units was 3.53 percent more than the previous week's 175,844—which fell some 2,600 cars short of target—and 5.29 percent more than the year-ago week's 172,911.

According to unadjusted figures, 1,635,446 cars have been assembled so far this year, 1.31 percent fewer than the 1,657,119 completed last year at this point.

Companies shared last week's estimated production as follows: General Motors, 54.48 percent; Ford Motor Co., 22.36 percent; Chrysler Corp., 16.15 percent; Honda of America Mfg. Co., 1.92 percent; New United Motor Mfg., Inc., 1.79 percent; American Motors, 1.24 percent; Volkswagen of America, 1.10 percent, and Nissan Motor Mfg. Co. 0.96 percent.

GM's Fiero plant in Pontiac will be down this week (March 10) for what a spokeswoman called a scheduled adjustment.

Chrysler's Sterling Heights (Mich.) plant is down this week for facility changes in preparation for the new Plymouth Sundance and Dodge Shadow.

Nissan will shut its auto assembly line in Smyrna, Tenn., on April 1 for about four months.

The production halt will allow retooling in preparation for a new model, the four-door Sentra.

Truck production at the Smyrna plant will not be affected.

Chrysler plants in Belvidere, Ill.; Newark, Del., and St. Louis are scheduled for daily overtime this week (March 10).

Chrysler's St. Louis (No. 2) and Jefferson Avenue (Detroit) plants were scheduled to operate last Saturday (March 8).

Ford slated Saturday (March 8) overtime at its plants in Wixom and Wayne, Mich.

Feb. truck output highest in 7 years

U.S. truck production for February reached 295,452 units—the highest total for that month since 1979 when 308,358 trucks were completed.

Last month's output was 5.40 percent more than the year-ago month's 280,318 but was down 5.41 percent from January's 312,358.

Last week's scheduled build of 76,809 trucks was the highest of any week this year.

The estimated production was 8.87 percent more than the previous week's 70,552 and 10.28 percent more than the year-ago week's 69,650.

Canadian truck output sets record

Canadian truck makers reported their best February production ever.

The month's build of 76,081 units was 6.90 percent better than the previous February record of 71,170 units set last year.

But the month's total was 5.22 percent below January's 80,269.

Last week's estimated production of 19,207 trucks was down 1.94 percent from 19,586 the previous week, which was the best week this year. It was 12.82 percent more than the year-ago week's 17,025.

Canadian car production for February—88,772 units—was 11.91 percent more than the year-ago month's 79,326 and 1.80 percent above January's 87,204.

The car makers' year-to-date total of 201,618 is 5.08 percent more than the 191,876 assembled last year at this time.

Last week's scheduled production of 25,642 cars was the highest of any week so far this year.

The targeted build was 3.97 percent more than the previous week's 24,664 and 43.00 percent more than the year-ago week's 17,932.

CANADIAN CAR	Week Ended March 8, 1986	Week Ended March 9, 1985	Week Ended March 1, 1986	Feb. Totals	Jan. 1, to March 8, 1985	Jan. 1, to March 8, 1986
AMERICAN MOTORS	90	0	0	0	2,143	1,290
FORD MOTOR	11,647	9,699	11,405	43,959	106,076	105,440
GENERAL MOTORS	13,680	8,008	13,034	43,958	81,542	92,846
VOLVO	225	225	225	855	2,115	2,042
Total Cars, Canada	25,642	17,932	24,664	88,772	191,876	201,618
U.S. TRUCK☆	Week Ended March 8, 1986	Week Ended March 9, 1985	Week Ended March 1, 1986	Feb. Totals	Jan. 1, to March 8, 1985	Jan. 1, to March 8, 1986
CHEVROLET	26,235	24,327	22,967	105,657	218,459	235,473
DODGE	0	3,640	0	0	37,491	0
FORD	32,304	24,462	29,803	120,331	223,317	278,830
GMC	7,911	7,268	7,463	29,690	65,258	70,410
NAVISTAR	1,495	1,882	1,486	5,964	14,490	13,917
JEEP	4,250	4,030	4,385	16,673	39,007	43,372
NISSAN	2,164	2,271	1,998	7,337	23,637	12,151
AM GENERAL	50	50	50	200	480	472
MISCELLANEOUS	2,400	1,720	2,400	9,600	19,020	21,400
Total Trucks, U.S.	76,809	69,650	70,552	295,452	641,159	676,025
CANADIAN TRUCK	Week Ended March 8, 1986	Week Ended March 9, 1985	Week Ended March 1, 1986	Feb. Totals	Jan. 1, to March 9, 1985	Jan. 1, to March 8, 1986
CHRYSLER	9,080	8,681	9,388	35,954	79,950	85,152
FORD	3,581	2,436	3,535	13,747	33,435	32,897
GENERAL MOTORS	6,336	5,715	6,451	25,612	57,558	57,879
NAVISTAR	210	193	212	768	2,159	1,714
Total Trucks, Canada	19,207	17,025	19,586	76,081	173,102	177,642
N. American Trucks	96,016	86,675	90,138	371,533	814,261	853,667

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended March 8, 1986	Week Ended March 9, 1985	Week Ended March 1, 1986	Feb. Totals	Jan. 1, to March 9, 1985	Jan. 1, to March 8, 1986
AMERICAN MOTORS	2,250	3,638	2,029	3,808	18,534	8,881
Renault Total	2,250	3,638	2,029	3,808	18,534	8,881
Alliance	1,950	1,950	1,876	3,522	11,099	7,850
Encore	300	1,688	153	286	7,435	1,031
CHRYSLER CORP.	29,400	27,453	26,116	123,092	240,244	283,580
Plymouth Total	7,900	7,933	7,220	32,555	69,954	78,326
Horizon	2,900	2,890	3,000	12,056	24,065	28,929
Reliant	3,500	3,436	3,140	14,279	31,179	35,228
Caravelle	1,300	1,081	919	5,081	11,182	11,871
Gran Fury	200	526	161	1,139	3,528	2,298
Chrysler Total	10,200	9,068	9,115	46,323	81,417	103,859
LeBaron	2,100	2,513	2,461	11,230	22,136	25,139
LeBaron GTS	2,300	1,747	2,036	4,468	13,435	22,599
Laser	1,000	935	910	6,119	9,422	9,909
New Yorker/E-Class	1,600	1,453	1,223	14,217	13,604	14,502
Fifth Avenue	3,200	2,420	2,485	10,289	22,820	31,710
Dodge Total	11,300	10,452	9,781	44,214	88,873	101,395
Omni	3,000	3,236	3,058	12,629	25,783	29,581
Aries	3,000	2,843	2,541	11,253	24,284	24,724
Daytona	900	859	825	4,062	8,865	9,380
Dodge 600	1,800	1,513	1,359	6,652	14,330	15,604
Lancer	1,800	1,398	1,573	7,616	10,054	17,385
Diplomat	800	603	425	2,002	5,557	4,721
FORD MOTOR	40,701	35,214	36,824	146,951	357,518	336,608
Ford Division	28,173	23,028	25,330	100,203	234,890	228,921
Escort	9,066	5,933	7,956	33,287	64,025	76,449
Mustang	4,399	3,308	4,239	16,692	33,207	38,716
LTD	0	4,525	0	0	46,620	0
Taurus	6,181	0	5,359	18,637	0	38,998
Thunderbird	3,653	5,507	3,697	14,689	43,891	34,243
Crown Victoria	0	0	0	0	7,122	0
EXP	0	0	0	0	3,838	0
Tempo	4,874	3,755	4,079	16,898	36,187	40,515
L-M Division	12,528	12,186	11,494	46,748	122,628	107,687
Mercury Total	8,256	9,324	7,807	30,828	89,208	71,587
Lynx	1,402	1,930	1,247	5,343	17,299	13,471
Capri	190	309	210	1,250	4,591	3,399
Marquis	0	2,431	0	0	21,094	0
Sable	2,835	0	2,578	9,017	0	18,910
Cougar	2,423	3,264	2,434	9,759	29,003	22,623
Grand Marquis	0	0	0	0	4,733	0
Topaz	1,406	1,390	1,338	5,459	12,488	13,184
Lincoln Total	4,272	2,862	3,687	15,920	33,420	36,100
Continental	474	518	410	1,778	6,056	4,152
Lincoln	3,206	2,028	2,765	11,940	23,671	27,084
Mark VI/VII	592	316	512	2,202	3,693	4,864
GENERAL MOTORS	99,215	100,878	99,984	383,130	990,265	912,800
Buick Total	15,853	18,514	14,613	55,604	188,273	143,643
Skylark (X-car)	0	2,035	0	0	23,367	0
Skyhawk	1,830	2,159	1,831	7,050	20,636	17,056
Somerset/Skylark	1,865	2,816	1,803	7,004	24,370	18,309
Century	4,823	3,997	4,966	16,935	42,847	47,253
Regal	1,480	1,406	949	2,399	20,443	7,978
Estate Wagon (rwd)	365	2,205	254	1,025	27,492	2,405
LeSabre	3,140	0	2,421	8,523	0	18,374
Riviera	760	1,450	441	1,621	12,620	3,855
Electra	1,590	2,446	1,948	11,047	16,498	28,413
Cadillac Total	7,344	7,763	6,012	24,785	76,265	58,021
Cimarron	725	642	450	1,866	5,671	4,416
Seville	555	976	321	1,181	8,571	2,830
Eldorado	800	1,842	448	1,654	15,693	4,006
Cadillac (rwd)	2,040	920	1,973	7,896	10,882	14,763
DeVille (fwd)	3,224	3,383	2,820	12,188	35,448	32,006
Chevrolet Total	31,174	37,238	30,064	126,317	355,171	305,397
Chevette	2,336	3,588	1,930	11,963	32,147	23,718
Cavalier	8,820	9,378	9,205	37,663	96,834	88,240
Celebrity	7,573	7,018	6,738	26,225	57,151	60,088
Camaro	4,970	4,942	4,956	20,096	45,327	46,773
Citation	0	1,586	0	0	16,130	0
Monte Carlo	2,640	3,372	2,277	9,498	29,896	23,984
Chevrolet	4,035	6,351	3,964	17,655	69,774	58,579
Corvette	800	1,003	992	3,215	7,912	4,015
Oldsmobile Total	26,019	23,992	26,659	101,942	246,190	233,857
Firenza	1,340	1,773	1,143	4,294	14,066	10,025
Cutlass Supreme	4,195	3,715	5,230	18,087	36,332	42,934
Cutlass Ciera	5,120	7,789	5,485	25,845	77,744	61,902
88 (rwd)	360	3,559	365	1,724	50,922	4,987
88 (fwd)	8,403	0	7,695	26,310	0	53,199
Olds 98	2,728	3,028	3,042	11,365	27,640	27,834
Calais	3,335	3,058	3,418	13,169	30,092	30,231
Toronado	538	1,070	301	1,148	9,394	2,745
Pontiac Total	18,825	13,371	22,636	74,482	124,366	171,882
Acadian**	0	320	463	1,237	2,171	2,670
2000 Sunbird	3,191	2,256	3,372	11,585	28,645	27,890
1000	1,010	841	1,188	1,702	6,568	7,323
Firebird	2,650	2,666	3,184	10,744	24,572	25,551
6000	3,300	776	4,971	15,167	4,738	31,284
Parisienne	1,600	1,591	2,135	7,111	14,791	18,785
Fiero	2,400	2,177	1,888	9,610	21,143	16,225
Grand Am	4,674	2,744	5,435	17,326	21,738	42,154
HONDA	3,500	3,547	3,865	15,131	31,402	34,905
NISSAN	1,740	0	1,791	7,175	0	17,815
NUMMI*	3,250	50	3,250	16,233	200	24,480
VOLKSWAGEN	2,000	2,131	1,985	7,178	18,956	16,377
TOTAL CARS, U.S.	182,056	172,911	175,844	702,698	1,657,119	1,635,446
TOTAL CARS, CANADA	25,642	17,932	24,664	88,772	191,876	201,618
N. American Cars	207,698	190,843	200,508	791,470	1,848,995	1,837,064
N. American Trucks	96,016	86,675	90,138	371,533	814,261	853,667
North American Cars and Trucks	303,714	277,518	290,646	1,163,003	2,663,256	2,690,731

*—Revised estimate. **—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.